

Case Study

True Corporation

True is Thailand's largest Internet Service Provider (ISP) and Broadband operator as well as a major player in the data transmission business.

About True

True Corporation Plc is Thailand's convergence lifestyle leader, offering an unrivalled selection of integrated communications services and solutions. These include TrueMove, Thailand's third-largest mobile provider and their largest business by subscriber numbers and revenue; TrueOnline, the country's largest Broadband and dial-up Internet provider and the largest fixed-line phone operator in the Bangkok Metropolitan Area (BMA); and TrueVisions, the only nationwide pay-TV company.

True Group is one of the strongest and most recognizable brands in Thailand and is backed by Asia's largest agro-conglomerate, the Charoen Pokphand Group (CP) with a shareholding of 64.7 percent of the total registered and paid-up capital of Baht 145,032 million.

About Centina Systems

Centina Systems' innovation is redefining Service Assurance and helping service providers succeed in today's highly competitive landscape. Based in Plano, TX, Centina Systems provides Service Assurance and Service Quality Management solutions for communications service providers globally.

vSure Service Assurance is a multi-vendor, multi-protocol solution with out-of-the-box fault and performance management support for all deployed vendors in their network. The solution utilizes advanced analytics and reporting capabilities, such as root cause and impact analysis, an integrated, plug-and-play architecture, providing actionable intelligence across hundreds of device-types and networks types and provides end-to-end management of SDN/NFV environments, including comprehensive monitoring of OpenStack and all virtual and physical infrastructure.



Overview:

True is Thailand's largest Internet Service Provider (ISP) and Broadband operator as well as a major player in the data transmission business. The company provides a wide variety of value-added services to both home and business fixed-line telephone and Internet users.

Centina Systems was selected by True's TrueOnline division to help manage its broadband assets, which was a newer service offering at the time. TrueOnline, the largest fixed-line service provider in the Bangkok Metropolitan Area (BMA), groups together True's diverse yet complementary family of fixed-line telephone, Internet, Broadband and data communications services as well as the WE Personal Communication Telephone network.

Challenges

To succeed in this increasingly competitive environment, True was looking to differentiate their service through a new level of customer experience. Just providing connectivity and faster speed was not enough. True needed to assure the quality of new services to the highest level so that subscribers wouldn't have any reason to consider alternatives.

As reflected throughout the industry, True was experiencing increased demand for its broadband service throughout Thailand. With the goal of expanding their broadband network to cover 10 million households nationwide by 2016, True firmly invested in their belief that demand for broadband would take off in Asia in the near future.

With True's broadband service expansion came some expected challenges. Some of True's specific network challenges included:

- The extensive passive network could not be monitored directly and troubleshooting customer issues was a time consuming process that required too many costly truck rolls
- Customer issues led to increased customer service call volumes.
- Their existing monitoring systems were very reactive and there was no way to proactively identify issues before they were noticed and reported by customers
- Systems were not in place that could automatically and accurately correlate all of the various network alarm and performance data to identify the root cause of failures and performance issues.
- They needed a way to quickly identify high bandwidth service abusers that were impacting the service experience of other customers

"Given the significant expansion of our broadband offering, we knew we needed greater end-to-end network visibility and a performance management solution that would proactively notify our employees of any service impairments," said Thanasak Tor, Assistant Director at True. "We were looking for a system that could collect and correlate data to alert our team on network performance issues for our expanded DOCSIS broadband service which is why we turned to Centina Systems for the solution."

Selecting vSure®

True's key business objectives in working with Centina were to improve customer experience and reduce customer support calls.

True weighed several options for implementing broadband performance management before selecting Centina's vSure® suite of solutions to provide real-time, historical and projected network performance analysis and visualization of the end-to-end performance of its DOCSIS broadband service.

Centina's vSure solution was selected to:

- Improve network performance and dramatically reduce customer support calls
- Provide next-generation data analytics to view health and performance in real-time
- Empower operations through a solution that requires configuration, not customization
- Provide end-to-end service visibility to improve customer experience

"Our selection of Centina's vSure suite of solutions was based on its ability to help improve the reliability and performance of True's entire infrastructure," said Thanasak Tor. "In our evaluation of vSure, we felt the solution would empower our operations staff with actionable network performance analytics to dramatically reduce operating costs and improve customer experience."

"We are very happy to have been selected by True to manage their broadband network that serves over a million subscribers in Thailand," said Anand Gonuguntla, Co-Founder and CEO of Centina Systems. "It's a unique opportunity because True had the ability to go to a number of different vendors but we were able to give them certain pattern-matching algorithms to predict potential failures based on topology and usage."

Key Selection Criteria

Certain key benefits appealed to True when selecting vSure for broadband network performance management.

1

Single Solution for Fault, Availability and Service Monitoring

In order to effectively monitor network fault, availability and service quality, True needed a single off-the-shelf solution that allowed them to process and present the massive amounts of customer and performance data. This type of solution would give True better visibility into service quality and customer experience so that they could move from a reactive break-fix model to a proactive performance, availability and capacity planning model.

vSure was able to meet this criterion with its ability to provide comprehensive DOCSIS network performance and service quality management, all through one solution. vSure is a proven industry solution that could dramatically improve True's customer experience and network performance and availability.

Coupled with its fault and performance management modules, vSure for broadband subscriber monitoring provides True an end-to-end monitoring solution, not just for the cable DOCSIS network, but for every part of its broadband network, from Core to Customer.

2

Automated Event Correlation and Suppression to quickly find the root-cause of a problem

In addition to fault, availability and service monitoring, True needed an off-the-shelf solution that was easy to use for correlation and suppression. vSure filled this need by providing customer-centric visualization and monitoring capabilities that are technology-independent and do not require extensive ongoing resources to maintain complex correlation and suppression rules. Automatic correlation and suppression of symptomatic failures is a key benefit of vSure that led True to their decision to deploy the solution.

vSure service analytics leverage smart-plugins to correlate performance issues as well as hard and soft failures across vendors and technology automatically. It also performs comprehensive, cross-domain discovery across the network and provides rich integration capabilities with inventory management and orchestration platforms. These capabilities, combined with state-of-the-art graph and analytics engines enables vSure to provide True with advanced service assurance capabilities with minimal configuration necessary.

Other benefits of vSure's service analytics that appealed to True include:

- Reduce noise by automatically relating and suppressing symptomatic issues
- Improve Mean Time To Repair by focusing on root-cause issues first

3

Ability for Field Operations to monitor network performance

The third criterion for True's selection of Centina's vSure was the ability for their field operations team to easily monitor network performance. From individual interface performance visualization to end-to-end performance service quality, vSure provides comprehensive network health visualization and configurable customer impact reports. This includes real-time reports, charts and graphs of all needed performance metrics across Cable Modems, MTAs, CMTSs and other devices and systems to quickly visualize and monitor service performance including bandwidth utilization, availability and network congestion.

vSure provides True's field operations with configurable fixed and dynamic thresholds, detailed, summary and Top-N reports of worst offenders, neighbor analysis, as well as the ability to perform live polling of devices and services to quickly diagnose network performance problems and potential issues.

Key Selection Criteria (cont'd)

vSure also improves True's broadband network performance by allowing users to drill down from reports into network and neighborhood maps to quickly see all issues in a particular location to identify if a customer issue is specific to them or affecting a larger area. Integration with subscriber data and on-demand customer diagnostics also improve network performance and customer experience to reduce churn and operations costs.

Since deploying NetOmnia, True has seen the percentage of dispatch tickets that are sent to the correct team increase more than 30 percent.

Deployment Results

As True rolled out the vSure solution, mean-time-to-repair (MTTR) improvement has been a key benefit of the solution. Reduced MTTR with service correlation of network data, workflow automation and event suppression has resulted in decreased operating costs and improved customer satisfaction.

In addition, Centina Systems helped localize network impairments so True can reduce truck rolls, improve customer perception of the service by proactively fixing issues and dramatically reducing the number of support calls. Centina Systems has helped True achieve almost 50% reduction in the number of support calls.

"We are very satisfied with Centina's vSure suite of solutions as it has provided many operational benefits, in addition to helping improve our overall customer experience," said Thanasak Tor. "With the most important focus in today's ultra-competitive communications market being the customer, vSure equips True with the must-have tools to provide superior customer service and top-quality network performance while managing, end-to-end services."

"vSure has definitely had a very high impact for True so far and it's not over yet," said Anand Gonuguntla. "We will continue to work with True to get their broadband support costs even lower. The next level of optimization for True will consist of assessing how efficient their processes are, and are there further improvements that we can bring to the table."

In summary, the deployment of vSure led to the following benefits for True:

- Centina instrumented real-time Analytics to more proactively identify service and customer impact
- High speed polling isolates passive network problems in seconds and quickly resolve problems, thereby reduce truck rolls
- The Implementation of custom dashboards allows network operations to be more proactive and catch problems before they impact the network
- QoS has improved measurably
- Mean Time To Repair has been successfully reduced
- Customer Support call volumes have gone down dramatically
- True now has a system that can scale much more effectively to support their anticipated growth

To learn more about how vSure helps operators improve network performance and customer experience, contact Fujitsu at FNCInsideSales@fnc.fujitsu.com.



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