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MasterClaw Service Quality Monitoring

The only way to monitor service quality is to step into your customers' shoes.

Introduction

Network performance is only part of the service quality story. Anritsu's solution monitors every step of the value chain that contributes to a superior service experience. You know your network is performing perfectly, but what about the services your network provides? NasterClaw Service Quality Monitoring solution provides the precise historical and real-time data that gives you the most accurate insight possible.

MasterClaw provides service KPIs and KQI for different services such as voice, MMS, GPRS, etc., reflecting the end-user perceived service quality. Apart from providing valuable service quality information, the service reports also provide important performance metrics vital for the management and optimization of the service portfolio.

Based on the reporting provided by MasterClaw, operators and service providers can get a clear overview of the usage profile of different services, with respect to usage volume, basic usage profile (time of day, day in week, etc) and advanced usage profiles where parameters such as user profile, handset type (based on IMEI) and location may be taken into consideration. These reports provide critical business intelligence, which can be used to monitor the effect of advertising campaigns or price adjustments, identification of real target groups, or general optimization of the service portfolio.

Core Solution Areas

Each of our solutions has been designed to maximize the profitability of your existing infrastructure and meet the demands of the future. Operators can examine customized data views through an intuitive, web/browser-based portal, turning complex, technical network data into understandable operational information. Naturally, our OSS solutions are complemented by a full range of professional services.

Key Benefits

- Get the complete picture of service usage

- Proactive and early detection of service quality problems

- Intuitive, web-based portal provides easy access to customized data

- Active, end-user perspective testing provides competitor service benchmarking

- Advanced data mining functions for detailed service usage analysis and root cause analysis

Features

- End-to-end service quality visibility

- Unique combination of active and passive monitoring

- Combines traditional historical reporting with real-time data overview

- Flexible data warehouse supporting easy customization of KPIs and KQIs

- Drilldown capabilities to historical signaling data for instant troubleshooting

Solution Overview

Are you getting the complete picture?

Delivering data services is complicated. For the best service experience, each individual step in the value chain must be functioning perfectly – service delivery platforms, networks and handsets all need to be aligned and interconnected. MasterClaw provides the precise historical and real-time data you need to get the complete service quality picture, and fully understand your customers' perceived quality of service.

Detect service quality issues before your customers do

Anritsu's active test approach enables service providers to validate the end-to-end service quality services from an end-user perspective. Detected service problems can be used to proactively resolve problems before the end user is affected.

Real-time data, real-time benefits

The benefits of deploying Anritsu's Service Quality Monitoring solution are immediate. You will notice improved Quality of Service and reduced operational costs instantly. By understanding how and when services are being used, service providers can gain a sustainable advantage by proactively adapting the service offering to end-user demands.

An easy overview of complex services

With your customized KPIs and KQIs presented in real-time via our user-friendly, intuitive web-based portal, you gain instant insight into the quality of services your network is providing.
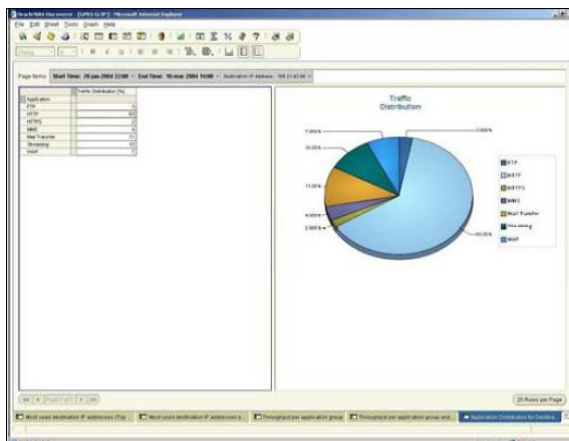

Figure 1: Traffic Distribution across different GPRS services.

Along with the benefits of real-time intelligence is the ability to generate targeted reports, with the precise level of detail you require. From usage patterns through to the effects of marketing campaigns and price modifications, our data mining functions provide you with the business-critical information you need to sharpen your competitive edge.

Beat the wireless and VoIP speech quality challenge

With the growing popularity of VoIP and multi-media services, how can voice and video quality be assured cost-effectively? Anritsu's Service Quality solution uses dedicated tools for monitoring speech quality in voice services, allowing wireless and IP service providers to monitor perceived end-user voice quality based on real-time Mean Opinion Scoring (MOS). Anritsu provides a unique VoIP Service Assurance solution that combines network quality KPIs related to signaling with actual perceived voice quality based on MOS scoring of voice RTP data streams.

Figure 2: VoIP KQI with voice quality MOS score.

Exceptional network insight, an innovative attitude and close, flexible working relationships with our customers – our service quality monitoring solution helps make you uniquely competitive.