

Automated Simplicity

At Anritsu, we understand the colossal changes that your business is undergoing and how that is challenging your whole organization.

Introduction of 5G and deployment of virtualization technologies across the board are bringing in radical improvements to telecommunication businesses everywhere, ironically it's not getting any simpler to maintain QoS (Quality of Service) and CX (Customer Experience). On top of that, these technological innovations are introducing new challenges which require paradigm shifts for service assurance domain.

We can't help you solve all your problems and deliver world peace, but we can help you to stand out from the crowd in a few crucial areas using our revolutionary eoMind solution.

New Paradigm in CX Improvement

Despite all of the tools available today that track CX, complaints into contact centres or via social media are often the trigger for the frantic deployment of large numbers of resources to understand and resolve customer impacting issues.

Anritsu eoMind offers a revolution in understanding and improving CX of the services you deliver, by automatically identifying how many customers are impacted by any issues in real time and alerting users that action needs to be taken, thus enabling you to take action even before you receive a barrage of complaints.

Here's the clever bit – it also answers the key questions of who, what, where, why and how – with no human interaction, finding issues that you never even thought to look for, thus freeing up your precious resources to focus on resolving problems that are truly ruining your customers' experiences.



Real Time Analytics Driven Closed Loop Automation

With automation being one of the key benefits of 5G revolution, a greater emphasis is being put on closed loop automation than ever before. Gone are the days when it was enough for service assurance solutions to provide just the root cause of a problem. These days, just knowing the problem isn't good enough, CSPs expect that a service assurance solution should also be able to drive the execution of appropriate remedial actions. And with that in mind, let us introduce the Suggested Next Best Action (SNBA) feature of eoMind.

The SNBA feature takes eoMind's capabilities to the next level by not only automatically

finding the Root Cause Analysis (RCA), but also suggesting appropriate actions that can be taken by end users to solve customer impacting issues. By employing intelligent machine learning algorithm, over time, the SNBA feature can train itself to see if any specific actions are still fit for purpose.

SNBA feature also offers flexible reference points to enable easy integration with 3rd party orchestration systems. This revolutionary feature has already been deployed in the field and is being heavily utilised by leading CSPs, helping them to improve important business KPIs, while driving them towards their ultimate goal of total automation in network operations.

Key Features

- Data Agnostic lightweight streaming analytics solution focused around # of customers impacted by problems
- Multi-technology legacy to 5G and beyond
- Unattended operation Automated identification of root cause for customer impacting issues using patented machine learning algorithm
- Automatically suggests remedial actions which can be integrated with the orchestration function

Key Benefits

- Instant prioritisation of issues based on customer impact
- Free up precious resources on improving CX instead of firefighting
- Automate understanding of issues and reduce T2R via direct alerts to each user via email and SMS
- Increase efficiency by shortcircuiting troubleshooting process

 from identification of issues to executing remedial actions, all done in seconds, with no end user interaction required
- No additional screens to monitor no training required

To discover for yourself how you can benefit from real-time network analytics, go to www.anritsu.com or email us at info@anritsu.com

