



OBSERVER ANALYZER



PacketPortal®

Optimizing Unified Communications in Branch Offices with a Carrier-Managed Enterprise Solution

Observer Analyzer, Observer GigaStor, and PacketPortal for Highly-Distributed Network Architectures

Providing optimal VoIP and video performance is challenging in highly-distributed network architectures with customers dispersed across branch and home offices. Services must be seamlessly connected, monitored, and maintained—in a cost-efficient and scalable way—while yielding an outstanding end-user experience. Together, Observer® Analyzer, Observer GigaStor™, and PacketPortal® SFProbes™ enable exceptional service delivery. They resolve problems rapidly, wherever and whenever, to maintain service-level agreements (SLAs) without extra branch-office hardware or software.

The Power of Three

The combination of Analyzer's deep VoIP, video, and UC intelligence, GigaStor's ability to go back-in-time to resolve anomalies, and PacketPortal visibility into RTP/RTCP streams between remote or branch locations provides in-depth perspectives into overall call quality. PacketPortal cost-effectively extends the power of Analyzer while making deployment and management simple. Once a call is setup, RTP and RTCP traffic that bypasses the network core is captured by PacketPortal, forwarded to GigaStor, and then analyzed by Analyzer in real time or retrospectively.

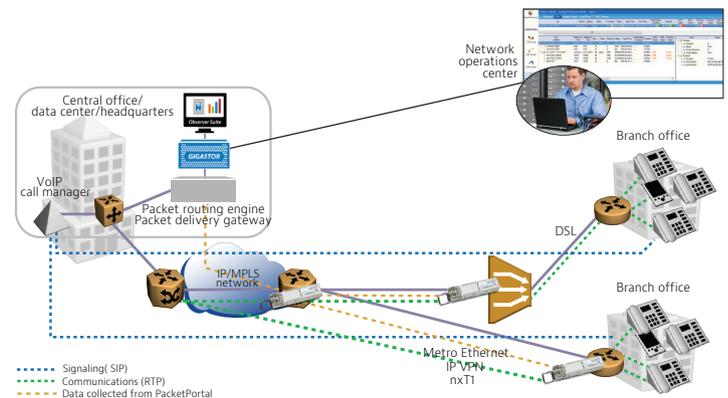
Alternative approaches using end-point-embedded software agents are inadequate to detect transient issues and are frequently overly complex to manage.

Benefits

- Quickly obtain enterprise-wide key performance indicators
- Achieve real-time reporting on active VoIP calls, isolate issues to the end point
- Accelerate time to find and fix; enable defendable SLAs

Features

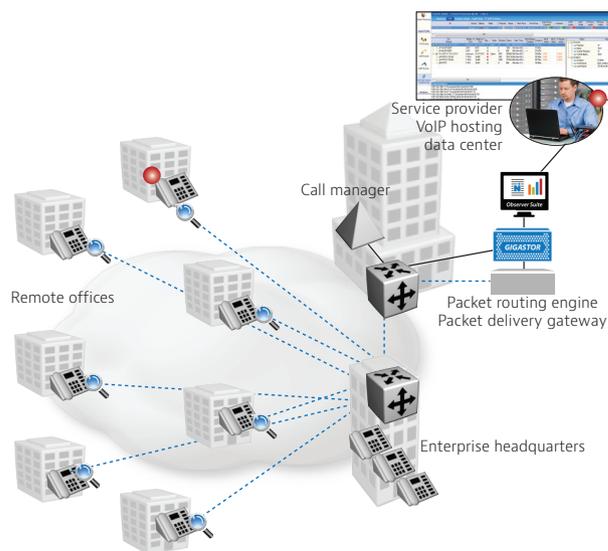
- Comprehensively analyze VoIP and video using more than 70 performance metrics
- Copy and forward RTP/RTCP packets to Observer Analyzer for in-depth analysis including MOS and RFactor calculations
- PacketPortal SFProbes consume no additional space, power, or branch-office resources



The PacketPortal IV Solution

PacketPortal IV is a breakthrough probing technology that makes it possible for any optical transceiver in the network to analyze packets. Intelligent, PacketPortal-enabled SFP transceivers called SFProbes™ remotely examine packets at full line-rate speeds and then time-stamp, copy, and forward, via PacketPortal IV software, selected packets to centrally located analysis applications. This delivers on-demand access to critical VoIP information from throughout the enterprise network.

PacketPortal IV seamlessly deploys in existing enterprise and service provider infrastructure such as DSLAMs, affordably augmenting coverage to enterprise branch offices. SFProbes copy and forward RTP and RTCP packets required for MOS and R-Factor calculations to Observer Analyzer for in-depth analysis of more than 70 VoIP metrics.



Use Case: Isolating VoIP QoE Problems

An enterprise is purchasing a hosted VoIP solution from a managed service provider (MSP). The MSP guarantees a MOS level; if the SLA is violated, the MSP credits the customer for the monthly recurring charge.

The enterprise maintains a headquarters and eight branch-office locations. The MSP deploys PacketPortal SFProbes into the service router at each branch office. PacketPortal routes the SFProbe data to GigaStor which then passes it on to Analyzer, which alerts the service provider to VoIP quality problems.

Correlating the data, the MSP sees a networking problem on a LAN segment connecting 10 IP phones. After remotely logging into the router, the MSP determines that port duplex settings were incorrectly set following a software upgrade the previous day.

The combination of proactive monitoring and accelerated fault isolation with remote remediation helps the service provider meet SLA guarantees and preserves service revenue by 17 percent over the course of a year. The enhanced business intelligence increases recurring revenue opportunities by enabling proactively proposed bandwidth upgrades to overcome network congestion issues.

Analyzer, GigaStor, and PacketPortal provide a scalable solution which lets the MSP implement the solution for other customers across their regional footprint as well. The resulting revenue protection exceeds \$5.6M—with a rapid return-on-investment.

Headquarters VoIP endpoints	150
Branch offices	30
Number of branch offices	8
Revenue per user/site/month	\$60
Average monthly recurring revenue	\$23,400
Average annual revenue	\$280,800
MOS SLA guarantee	4.0
Potential number of annual SLA violations	2
Enterprise customers with similar profiles within service-provider region	120
With Analyzer, GigaStor, and PacketPortal	
Total annual revenue preservation from single customer	46,800
Total annual revenue preservation across customer base	\$5,616,000
ROI (months)	10

About the Observer Network Performance Platform

The Observer platform empowers network operators to correlate previously disparate information about both network state and real-time IP services such as VoIP, video conferencing, telepresence, and unified communications as they traverse network layers. For information regarding how Observer and PacketPortal work together to enrich the delivery of unified communication services, please read <http://www.netinst.com/assets/pdf/brochures/voip-analysis.pdf>.



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