infovista

# Customer experience assurance

## for cloud communications providers

# Assuring marketing leading communications services for enterprise customers takes real-time, actionable customer experience intelligence and automation

Today's dynamic, fast paced market requires nimbleness, scale, and flawless execution to meet the needs of demanding enterprise customers. Cloud communications providers need a partner with the tools to enable flawless execution, deliver upon SLA commitments get to root cause quickly and efficiently, even as networks and services become more complex.

Infovista's customer experience assurance solutions for cloud communications providers leverage Infovista's extensive telecom experience and a fully cloud native architecture to provide a powerful and flexible product perfectly suited to meet today's hosted service providers' most pressing business challenges:

- Global enterprises require new services to be turned up quickly in public, private and hybrid cloud environments, across global points of presence, in support of corporate digital transformation efforts across diverse industry verticals;

- Encrypted traffic with the latest ephermeral cipher suites such as TLS 1.3 is fast becoming the norm to protect sensitive customer sessions from increasingly sophisticated cyber attacks;

- Enterprise customers are demanding increasingly detailed information on service delivery, in near real-time and proactively, so portals and dashboards require the flexibility to tailor access to relevant data based on powerful multi-tenancy capabilities;

- Regulators are leveraging the capabilities of VoIP network to require anti-robocall and emergency service capabilities. Compliance is critical to maintain operations;

- Competitive and margin pressures means that automation must be implemented whenever possible to eliminate repetitive tasks and accelerate root cause analysis for customer and network issues.

# Introducing Infovista's customer experience assurance products and solutions: a new, simpler approach to assuring cloud communications services that grows and evolves with your business

A new set of customer experience assurance requirements has emerged to reflect the increased importance of reliable, high-performance fixed connectivity services running over virtualized networks. These include:
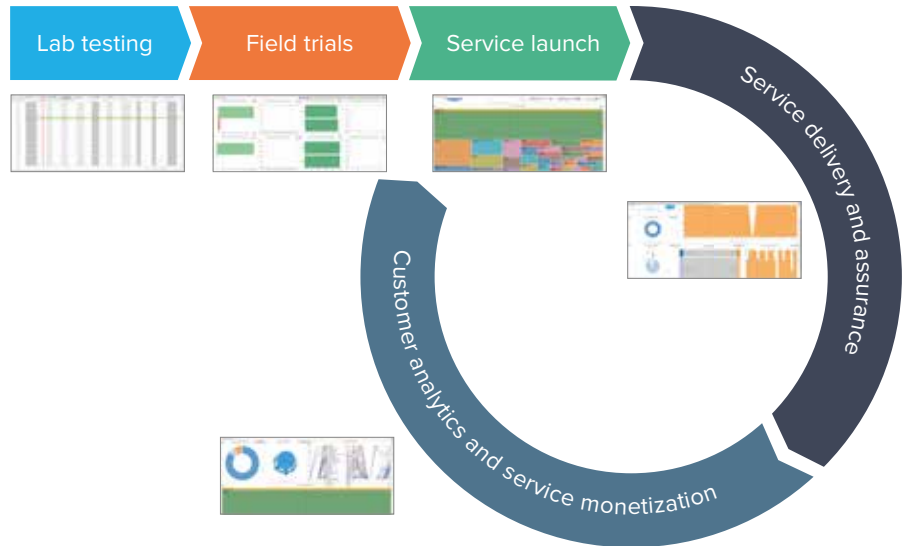
- The ability to efficiently maintain visibility of traffic encrypted with protocols such as TLS 1.3;

- Assurance of the delivery of SLA commitments to enterprise customers;

- Accurate and comprehensive monitoring of complex service offerings like hosted contact centers and unified communications

- Support for customer self-service portals for visibility and initial triage of performance degradations or faults.

Infovista KLERITY™ provides a single pane of glass for your network and service operations teams to automate much of the manual activity involved in fulfilling these processes, from an easily extensible cloud-native and scalable platform that grows and evolves with your business.

# KLERITY™ provides comprehensive customer experience visibility to operators and their customers throughout the service lifecycle

Modern, programmable networking technologies have enabled more agile service creation, but retaining the carrier-grade advantage means integrating assurance from the beginning. Whether rolling out in new territories or innovating and monetizing new services; KLERITY™ supports the full service lifecycle; from pre-launch to live service operations, through close alignment to peripheral systems including network domain and service orchestrators.



Lab testing | Field trials | Service launch

Service delivery and assurance

Customer analytics and service monetization

## KLERITY™ automates manually intensive tasks to simplify, accelerate and improve the cost-efficiency of network and service operations

**Automated assurance activation** for rapid turn-up of new services and customer deployments, to maximize the benefits deployments remotely orchestrated and managed from the cloud

**Out of the Box Correlation** for one click visibility to complex call flows from end points to hosted services to peering points

**Automated data enrichment** with the use of AI/ML, for proactive prioritization and optimization of network and service operations to maximize business outcomes such as availability and performance of critical services

**Automated root-cause analysis** for the rapid isolation and resolution of service impacting issues

### KEY BENEFITS

- Automation reduces manual intervention, time and effort, errors and delays

- Reduce time-to-market for new services by removing assurance activation bottlenecks

- Reduce TCO for customer experience assurance systems even as the workload and demands on NOC/SOC teams increases

- A single 'pane of glass'-correlated view of network, infrastructure, services and devices

- Establish visibility and trust across the service delivery ecosystem

- Improve customer experience and reduce churn

- Reduce operational costs by consolidating tools

# KLERITY™ addresses the specific regulatory, security and scaling challenges of wireline operators today

**Regulatory reporting compliance:** Compliance reporting on specific reach and speed requirements tied to government funding for rural broadband access, for instance, can be simply and flexible implemented, whatever the granularity or specific KPI reporting requirements may be.

**Consumer protection from robocalling:** Our solutions support the verification of valid caller credentials to detect spoof calls across both VoIP and SIP based voice calls, supporting the roll-out of government-mandated protocols and procedures such as STIR/SHAKEN in the United States;

**Security Operations:** Our solutions include a multi-stage automated vulnerability detection capability that prevents unauthorized access to sensitive reports and data;

**Inherently secure, high efficiency, high velocity traffic decryption for modern ephemeral cipher suites:** KLERITY™ employs session-key intercept (SKI) approach to traffic decryption, supporting terabit-per-second bulk decryption, even for advanced encryption technologies such as Diffie-Hellman Ephemeral (DHE), avoiding the costly, unscalable and inherently insecure traditional 'MITM' approaches of the past;

**Economies of scale through enterprise self-service portals:** Leveraging the multi-tenancy features of the cloud-native by design KLERITY™ application architecture, providers of fixed enterprise connectivity services can empower their enterprise customers to conduct initial triage for connectivity issues by providing tailored self-service portals for initial visualization and troubleshooting. This reduces the manual overhead involved in customer care by significantly reducing the time taken investigating issues that originate in the customer premises.

# About Infovista

Infovista is the global leader in network lifecycle automation (NLA) for the next-gen networks era. With its unique NLA approach, Infovista allows communications service providers (CSPs) and enterprises to improve their network performance and customer experience, optimize their productivity, and reduce their costs, while maximizing return on their investments. Spanning the entire network lifecycle, Infovista's products and solutions leverage an open, integrated, cloud-native portfolio that automates tasks, flows, analytics, and decisions to the greatest extent possible. More than 1,500 customers, including 400 Mobile Network Operators, around the world rely on Infovista to plan, design, deploy, test, operate, support, optimize, evolve, report on and monetize their networks.