



CASE STUDY

Measuring Performance to Maximize Efficiency and Increase Customer Loyalty

About Colt

Founded in 1992, Colt is an established European leader in delivering business communications, networking and managed IT services to major organizations, mid-sized businesses and wholesale and government customers. It operates a 21-country, 35,000 kilometer network that includes metropolitan area networks in 39 major European cities with direct fiber connections into 18,000 buildings and 19 Colt data centers with tens of thousands of devices under management. Colt has the fastest, end-to-end European Ethernet network, seamlessly connecting over 100 cities, and is helping to lead industry standards and certification for cloud services.

Within a year of its launch, Colt completed 15 kilometers of its London network, and just a few years later, rapidly expanded across Germany, France, Spain and Switzerland. In each new city added to Colt's pan-European network, the local network managers implemented their own preferred methods of monitoring network traffic and managing network performance, with many choosing to deploy their own local open source solutions. The company was left with a patchwork of OSS platforms and network monitoring solutions. Not only did this require a great deal of management in terms of time and manpower, it also compromised Colt's overall network performance and service quality.

CUSTOMER BENEFITS

- Proactive Service Assurance:**
 Using performance data from Infovista, COLT's network managers can detect, isolate and proactively resolve performance issues before degradation occurs and customers are impacted.
- More Effective Planning and Execution:**
 Infovista's capacity monitoring capabilities enable COLT to better anticipate future infrastructure requirements, expand IP services, and add new customers—without service disruption.
- Integration and Scalability:**
 Infovista's flexible solution integrates seamlessly with COLT's existing management systems and scales to meet the continued growth of COLT's network and service offerings.
- Proof of SLA Compliance:**
 COLT's customers get real-time service performance reports that allow them to check if they are receiving the correct level of service.



SEEKING A COMPREHENSIVE, CUSTOMIZED SOLUTION

“We knew our ability to maximize network efficiency and operational effectiveness was critical to the organization for a number of reasons,” explains Neil McRae, director of network architecture at COLT. “It can create competitive advantage, improve business effectiveness, reduce operating risk, and lower total cost of operations. In order to guarantee network availability and assure optimal delivery of business critical IT services, we needed to consolidate the various local systems onto one standardized platform that would support the performance monitoring and management requirements in the OSS.” To address this, COLT evaluated performance management packages from a variety of leading vendors. “We wanted to be able to ensure a guaranteed level of service for our customers so we were looking for a customized performance problem detection solution which would give us the ability to prioritize operational response based on an overall view of the network,” McRae said. “We also wanted to provide our customers with visibility into their service and a better understanding of network performance.”

COLT assessed a number of options but, in the end, found that only Infovista could provide a service-centric performance management solution capable of meeting all its requirements. The flexibility, scalability, and openness of Infovista’s software leveraged COLT’s IT infrastructure delivering a competitive advantage and driving new services and revenue streams.



The flexibility and scalability of Infovista’s solution has enabled the platform to evolve with the network to support new, bandwidth intensive services.

Neil McRae,
COLT Director of Network
Architecture



A dedicated Infovista consultant team made up of skilled engineers helped COLT define the project and worked with COLT on the installation, deployment design, and implementation. The resulting solution fit with COLT’s needs to proactively manage the services it offers to its business customers and made it possible to easily adapt to specific customer requirements. The platform provides full service level visibility of the performance of components and connections throughout COLT’s entire network infrastructure, including 10,000 CPEs and 400 core and access devices from different network equipment vendors.

SEAMLESS INTEGRATION A MUST

When COLT made the initial decision to deploy Infovista, a critical requirement was the new system would be able to leverage COLT’s existing technology investments, such as the EMC Smarts fault management software. The company was pleased to

learn Infovista interacts seamlessly with EMC Smarts to provide trend analysis, notification of service degradation, help with network troubleshooting, and optimization of the end-to-end service experience. The inherent flexibility and openness of Infovista software



means it also integrates seamlessly with COLT’s existing management systems, including COLT’s own home-grown provisioning tool and back-end LDAP for access authentication. Additionally, Infovista’s distributed architecture also means COLT can deploy products incrementally, and its scalability can facilitate the continued growth of COLT’s network and service offerings. “Infovista’s support services were critical in our decision to implement Infovista, and it was the main reason why we decided against deploying the local open source solutions originally used by many

of the local network managers across the whole network,” said McRae. “Not only were Infovista’s consultant teams heavily involved at the beginning of the project, but Infovista’s support services provided us with ongoing expertise throughout the project.” On hand at all times to diagnose and resolve problems quickly and collaborate to identify new service opportunities, Infovista’s support services played an important role in keeping costs down, enabling COLT to continue to deliver new services to customers at competitive prices.

PERFORMANCE AND SERVICE DELIVERED

The performance data collected and displayed by Infovista is used in a number of different ways both internally by COLT’s employees and externally by its business customers. Internally, COLT’s network operations department uses the real-time and historical performance information from Infovista to get a better understanding of the health of the network. Using that data, COLT’s network managers can prioritize operational response based on business end-user impact and detect, isolate and proactively resolve performance issues before degradation occurs. COLT’s capacity planning department also uses Infovista’s solutions to determine future network capacity requirements. By monitoring utilization trends the department can anticipate infrastructure requirements and avoid service degradations. They can also expand IP services and add new customers to the network with minimum disruption.

Since the Infovista platform was introduced, COLT’s requirements have continued to evolve as the company faces new challenges. One of the more recent departments to benefit from the selection of Infovista is marketing. This team uses the analysis from Infovista to get a better understanding

of customer needs and anticipate customer requirements so they can promote COLT’s services more effectively.

Additionally, COLT’s customers directly benefit from having a better understanding of how the network is performing. Individually customized Infovista service performance reports are provided to COLT’s customers in real time, via an online portal, allowing them to check if they are receiving the correct level of service. “Infovista has played a key role in helping COLT provide better quality services to its customers and manage the performance of its network more effectively,” McRae said. “The flexibility and scalability of Infovista’s solution has enabled the platform to evolve with the network to support new, bandwidth intensive services.”

By raising the quality and reliability of service level delivery and providing customers with enhanced visibility into guaranteed levels of service, COLT has been able to enhance customer service and improve performance around provisioning, capacity planning, and service assurance.



“Infovista’s approach to performance management has meant we can consolidate all our services under one umbrella with a common look and feel, and also dynamically address service issues internally,” McRae said. “By offering our business customers

enhanced visibility into service delivery and network performance, we have been able to significantly improve operational and financial efficiencies and even more importantly outperform our competitors in terms of reliability and value.”

About Infovista

Infovista, the leader in modern network performance, provides complete visibility and unprecedented control to deliver brilliant experiences and maximum value with your network and applications. At the core of our approach are data and analytics, to give you real-time insights and make critical business decisions. Infovista offers a comprehensive line of solutions from radio network to enterprise to device throughout the lifecycle of your network. No other provider has this completeness of vision. Network operators worldwide depend on Infovista to deliver on the potential of their networks and applications to exceed user expectations every day. Know your network with Infovista.