



Why Mature Operators are Implementing NSM Technologies in their RAN Engineering Processes

About Network Status Management (NSM)

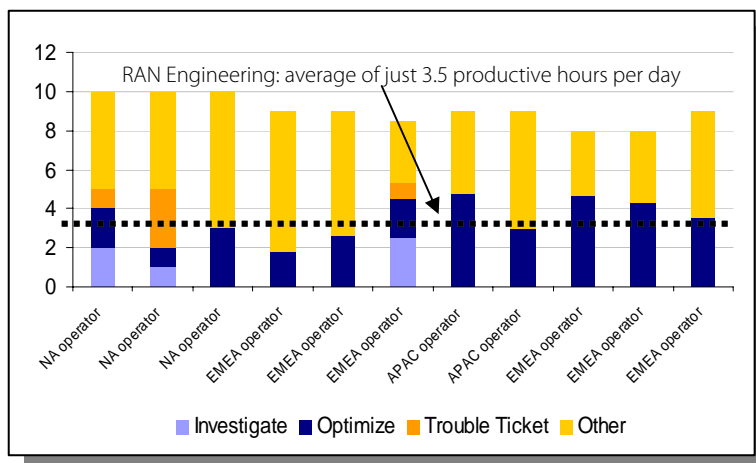
NSM is a new category of engineering systems that extend the operational principles already well known in OSS into the radio subsystem, bringing the operational excellence of a more systemized, efficient and coordinated approach to managing the status of mobile networks. This paper summarizes 15 reasons why NSM is rapidly changing the face of RAN engineering for more advanced mature, next generation mobile carriers.

Cost Savings

Tens of millions of operational cost savings are possible, with payback periods of less than 12 months. Each 1% shaved off OPEX equals 1% added to the profit margin.

Increased Productivity

RAN engineering processes are inefficient – studies show that engineers are productive for just 3.5 hours per day. NSM technologies double that efficiency.



Source: Actix study of 12 mature mobile carriers in North America, Europe and Asia Pacific

Time Savings

NSM solutions can cut more than 55% of engineering process time by removing mundane task and by using advanced algorithms to intelligently correlate data and prioritize tasks.



Operational Excellence

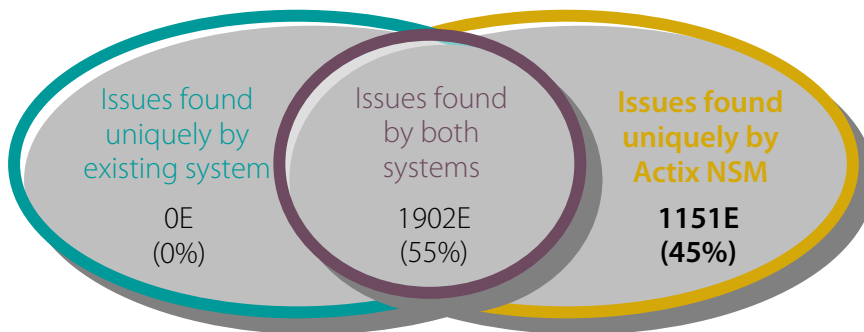
RAN engineering needs a step change in performance – incremental change is not moving fast enough to keep pace with introduction of new technology, services, devices, or changes in other areas of the business. For the first time, NSM technologies systemize and standardize the process.

Automation

There is a strong need for automation in this highly complex multi-tech world. 200 issues per day per engineer leaves them drowning in a sea of data, unable to stay on top of the load.

Issue Discovery

45% of customer-affecting issues are missed entirely by today's RAN engineering processes, but are uniquely found by NSM technologies. Many of these issues are dormant root causes.



Source: Actix Early Adopter Customer Case Study

Revenue Protection

Engineers lack the insight to prioritize tasks more intelligently. Fixing the right problems can problems drives an 8.5% reduction in leaked calls.

Customer Experience

25-40% of customer experience issues are due to the RAN. Fixing these issues drives fewer complaints calls, shorter queue times, fewer customer service reps, and better CSAT metrics.



Competitive Agility

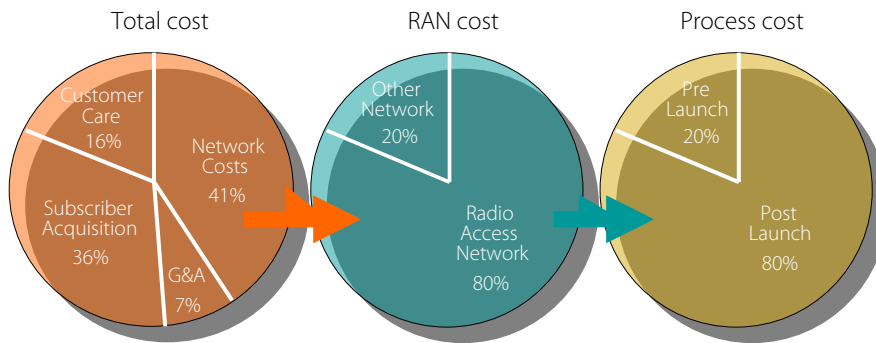
NSM allows reallocation of engineering resource onto proactive projects that deliver strong competitive advantage, rather than struggling to react to existing problems.

Expertise Encapsulation

Engineering builds up strong IP that can be lost through outsourcing. NSM captures and exploits that know-how, replicating it across the entire organization.

Management Control

32% of operational costs are directly linked to running a RAN. Management can finally investigate and control of this enormously expensive and valuable business asset.



Source: Industry figures

Outsourcing Advantage

NSM helps keep the competitive advantage of good Quality of Experience (QoE) in-house. Outsourcing means losing access to this knowledge and potential competitive advantage.

Process Streamlining

NSM removes reliance of dozens of desktop tools from myriad suppliers, a major source of inefficiency due incompatibility.

Network Intelligence

Exploit expensive network data in more business functions, unlocking the value of network intelligence in sales, marketing, customer service, finance and operations.



Intelligent Prioritization

Focussing on fixing the right problem first can lead to enormous, step changes in process cost and network behaviour. NSM unveils the correlation between problems, leading to real root causes.

About Actix

Actix is the recognized leader in the NSM category, having invested hundred of man years of development with some of the world's largest network operators working as development partners.

Independent interviews by Forrester Research has shown the value of NSM solutions for mature, next generation mobile carriers seeking ways to reduce OPEX while creating a sustainable competitive advantage in customer experience.

For more information on Actix' NSM solutions and service, please send a short email to Chris Larmour, christopher.larmour@actix.com.