SERVICE ASSURANCE

Anritsu

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Anritsu was founded in 1895, the year in which Marconi successfully demonstrated the world's first wireless telegraph. The development of Anritsu has traced the emergence of modern communications, and its history has run concurrent with the evolution of information and communication networks. Anritsu has a reputation for quality and for going the extra mile for our customers.

Anritsu's guiding philosophy is to keep 'measurement' as our core competence. Anritsu Service Assurance adopts this 'Anritsu Way' philosophy of our company.

Anritsu Service Assurance

Anritsu Service Assurance is a division of Anritsu Corporation, offering solutions to communication service providers. Anritsu has worked in the Service Assurance market for 20 years.

We specialize in networks and services utilizing our deep domain expertise to deliver an optimal experience for our customers and their subscribers. We aim to help all teams run efficiently, quickly, and with complete visibility across all technologies and services.

Anritsu Service Assurance believes in forging long-term partnerships with our customers. We help them assure their network, understand their services, and enhance customer experience, allowing them to 'Be in the Moment' with their subscribers.

We make it easier to find and act on subscriber and network issues. We have created end-to-end virtualized solutions to support operators worldwide on their cloud-native journey.

Where Anritsu measures, Anritsu Service Assurance goes beyond to monitor and assure telecom networks.

The CTO Brief

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As a Chief Technology Officer (CTO) at a Communications Service Provider (CSP), you are tasked with steering your organization through the rapidly evolving telecommunications landscape. Your role benefits immensely from solutions that clarify and control complex network infrastructures. Implementing robust service assurance solutions translates into enhanced network visibility, enabling you to make informed decisions, streamline operations, and uphold the highest service quality and reliability standards. This strategic insight is pivotal in maintaining your organization's competitive edge and adapting to emerging technologies and market demands.

Goals: Opex Efficiency + Cost Savings + Future-leading Technology

In today's dynamic telecommunications environment, CTOs face several challenges. These include managing the increasing complexity of multi-layered network architectures, ensuring consistent Quality of Service (QoS) across various platforms, and dealing with the growth in data traffic and connected devices. Furthermore, the necessity to minimize operational costs while maximizing network performance and customer satisfaction adds to the intricacy of your role. Keeping up with technological advancements and evolving customer expectations further intensifies these challenges.

Technology: Anomaly Detection + Visibility + Automation

Anritsu's service assurance solutions are designed to address these challenges head-on. Our solutions offer comprehensive network monitoring, performance analysis, and troubleshooting capabilities. This ensures optimal network efficiency and service quality. With real-time analytics and advanced diagnostics, you can proactively identify and resolve issues before they impact customers. Moreover,

The CTO Brief

our solutions facilitate streamlined operations and cost-effective scalability, making it easier to manage the growing demands on your network. Implementing Anritsu's service assurance tools gives you a strategic advantage in maintaining high service standards and enhancing customer satisfaction.

Metrics: MTTR + QoS + Customer Experience

Adopting Anritsu's service assurance solutions can significantly impact key performance metrics crucial for a CSP. These include improved network uptime and reduced Mean Time to Repair (MTTR), enhancing overall network reliability. You'll also see a positive shift in customer-centric metrics, such as Net Promoter Score (NPS) and customer retention rates, as service quality and customer experience are directly augmented. Operational efficiency metrics are also favourably impacted by reduced operating expenses and improved resource allocation.

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An East Asian customer experienced up to 75% reduction in time-to-recovery by using Anritsu's anomaly detection as the foundation of their automated operations processes for International Roaming.

75%

Reduction in Time-To-Recovery

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Advancing beyond

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