

Asia Service Provider Builds Network Foundation for Business Growth

Customer Case Study



Cisco Smart Net Total Care helps Vinaphone Improve Maintenance Service to Boost Network Availability

EXECUTIVE SUMMARY

Vinaphone

- Hanoi, Vietnam

Business Challenge

- Remove reliance on manual IB management
- Help ensure full device service coverage
- Prevent network risk

Network Solution

- Cisco Smart Net Total Care

Business Results

- Greater installed base visibility
- Improved service coverage
- Reduced network risk via proactive network maintenance

Business Challenge

Vinaphone is a leading mobile network operator headquartered in Hanoi, Vietnam with a 30% market share representing 30 million subscribers.

Mobile consumer services continue to grow rapidly with the expansion of Vietnam's economy. Vinaphone's business goal is to keep pace with this expansion by investing in new technologies to maintain its leadership as a service innovator. It currently operates both a 2G and 3G network, and was the first mobile operator to launch 3G. As a result of these and other technology initiatives, Vinaphone's efforts have consistently been recognized with numerous industry awards, including two information and communications technology (ICT) Awards given by Vietnam's Ministry of Information and Communications (MIC) for best post-paid services and best new services.

Based on its application of advanced communication technology, Vinaphone is now found in even the most remote regions of the country. Looking ahead, it expects that continued network investment in mobile innovation will further fuel its Vietnamese market growth. For Vinaphone, a reliable network is the foundation for future success, and the company is always looking for ways to further protect its network from risk.

Competing in the fast-paced mobile communications market requires agility and speed; a service provider's network has to be up to the task. Downtime is not an option when consumers can easily change from one provider to another if they are not happy with the reliability of their network services. That's why it's critical for a provider's business success that all steps are taken to avoid network problems.

Vinaphone understood how to compete, as demonstrated by its market leadership. However, it also understood that to remain competitive it had to have a better way to fully understand its installed base (IB) of network equipment. Managing its inventory using a combination of manual methods that involved visual audits and spreadsheet consolidation simply was not working. Different teams in 22 different locations nationwide took weeks or even months to complete a report on the inventory for which they were responsible. Despite the best efforts of the IT team, the information gathered was often outdated, sometimes inaccurate, and difficult to combine into a complete network view.



“As one of the largest mobile network operators in Vietnam, the reliability of the Vinaphone network is critical to our business success. Cisco Smart Net Total Care helps protect us from network risk with timely visibility on the status of all of our equipment. We can then take proactive steps to update our hardware or software if needed, as well as help ensure that each device has the proper contract for service coverage.”

Mr. Cuong Doan Viet
IP-Core Department Manager
Network Management Center Services
Vinaphone

As the company transitioned from a TDM network to an all IP network for its core transport, it knew it needed a better way to maintain and protect its installed base from risk, while maintaining high network availability. Vinaphone turned to Cisco to help it find an answer.

Network Solution

Add IB Visibility to Reduce Network Risk

Based on its extensive experience working with service providers around the world, Cisco was very familiar with Vinaphone's IB management challenge. It also had a solution that was helping other Telecom industry leaders meet the same challenge: Cisco® Smart Net Total Care. Cisco Smart Net Total Care provides a single installed base management solution, including service contract management, foundational technical services, and device diagnostics, plus security and other alert notifications for Cisco products. Using its ability for detailed discovery of Cisco branded network devices, Cisco Smart Net Total Care offers actionable intelligence and proactive support capabilities that can reduce operating costs and minimize downtime.

After carefully evaluating the solution compared to their existing IB management methodology, Vinaphone decided to move to true lifecycle management process using Cisco Smart Net Total Care as the foundation. Now deployed at the service provider through the help of its Cisco partner, ITC, the solution is already helping Vinaphone better manage almost 50 percent of its inventory with plans under way to move to 100 percent as more locations are added.

An existing Cisco SMARTnet® customer for the previous four years, Vinaphone finds that Cisco Smart Net Total Care adds to its existing support capability in several critical ways:

- 1. Provides one automated software foundation for discovering and managing detailed IB device information;**
- 2. Offers insights on service coverage to help ensure equipment is not vulnerable to risk;**
- 3. Enables proactive steps to avoid problems by gaining network visibility that is not available using SMARTnet alone.**

The Cisco Smart Net Total Care portal is now used often by Vinaphone to check on the status of devices. For example, end-of-life and end-of-service alerts are easily visible. Up-to-date reports can be easily downloaded into Excel or PDF formats for quick analysis; proactive steps can then be taken by the IT team to avoid potential problems, either by refreshing a device that will soon be discontinued or adding service coverage for an uncovered piece of equipment. In both cases, network stability is increased, and network risk is reduced.

“As one of the largest mobile network operators in Vietnam, the reliability of the Vinaphone network is critical to our business success. Cisco Smart Net Total Care helps protect us from network risk with timely visibility on the status of all of our equipment. We can then take proactive steps to update our hardware or software if needed, as well as help ensure that each device has the proper contract for service coverage,” says Mr. Cuong Doan Viet, IP-Core Department Manager, Network Management Center Services, Vinaphone.

Business Results

Cisco Smart Net Total Care Gives Network Maintenance Speed and Agility

Vinaphone is only beginning to realize the value from its investment in Cisco Smart Net Total Care, but the company is confident that it made the right decision. The results that it has achieved to date have validated the move away from its previous way of managing its installed base. For the first time, the service provider:

1. Has clear and detailed visibility into its inventory, with the promise of more visibility to come when additional network locations are added to the discovery process;
2. Is aware of the Cisco alerts associated with each device, so that the company can avoid potential network issues on a timely basis;
3. Has easy access to critical network information using a single tool, helping Vinaphone better plan its network maintenance.

Best of all, the service provider is able to measure the results of these benefits, which include:

1. The time required for inventory updates has been reduced by 93 percent, from 15 man-days to only 1 man-day;
2. They have achieved 99 percent accuracy in gathering inventory information; previously, the accuracy rate was only 20 percent;
3. Using proactive alerts, Vinaphone is almost 100 percent confident that it will no longer be surprised by reacting to unknown problems, such as end-of-life or end-of-service status for any device. Equally important, IT staff time spent identifying relevant product alerts has been reduced by 75 percent.

Adding up these and other benefits, Vinaphone is more confident than ever before that it now has the right solution in Cisco Smart Net Total Care to help mitigate network risk through improved installed base management, and to build a strong network foundation on which to grow its business.

For More Information

To find out more about Cisco Smart Net Total Care, go to:
www.cisco.com/go/total

And to learn more about Vinaphone, visit:
<http://vinaphone.com.vn/>



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco Logo are trademarks of Cisco Systems, Inc. and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1005R)