

CUSTOMER CASE STUDY

BSO



Type of Company: Global Business Communications Service Provider
Specialty: Ethernet, Cloud, and Hosting Services
Accedian Solution: SkyLIGHT™ Performance Monitoring Platform

BSO Deploys Advanced Network Performance Testing and Monitoring for Its Global, Low-Latency Network Using Accedian Solution

BSO is the market-leading Ethernet network, cloud, and hosting provider of choice for global businesses who are seeking superior technology infrastructure and connectivity to the world's most dynamic marketplaces. The company pioneers technology across emerging and established markets, designing solutions that offer the highest availability and lowest latency in the industry. It offers a global network reaching into 20 countries, encompassing every continent. In total, BSO boasts 91 data center locations.

The company is redefining connectivity through best-in-class services, a global knowledge base, and a unique approach to customer experience. It continually strives to innovate and invest in services to ensure its solutions evolve in parallel with the finance community.

BSO's international footprint is instrumented edge-to-edge, using Accedian solutions, to deliver assured performance over tailored, custom-engineered networks that integrate the most reliable and fully diverse cable systems from around the globe.

Achieving an Exceptional Customer Experience

BSO's network reach is global and includes high-capacity, low-latency routes between key financial markets, spanning both developed and emerging hubs. With the provider's continued expansion and development of market-leading connectivity services, reliable assurance of network performance and capacity has become a key component of client satisfaction.

In line with BSO's mission to lead the telecom industry on customer service, the organization had been providing more network test results to clients prior to onboarding, and for existing clients, at the start of a new project.

Tony Jones, Global Network Services Director at BSO, explains: "In order to preserve and deepen our reputation for exceptional customer service, we made a clear choice to provide more data and clarity to our clients throughout their engagement with BSO. When you are delivering premium high capacity networks, there is a need to demonstrate it's fit for purpose at the handover with an assurance model capable of supporting the product through its lifecycle."

To complete the industry standard service activation test (SAT)—RFC2544—previously required BSO engineers on location at both ends of the network. BSO was using its existing network infrastructure for visibility and capability monitoring, but as the volume of testing increased, it recognized the value of automating the process.

BSO first engaged Accedian in 2014, leveraging Accedian's [award-winning](#) end-to-end performance visibility services to provide automated assurance testing of BSO's network health.

“ In the last 12-18 months, the number of pre-sale tests we were running had grown from about 30% of projects to more like 70% or more. ”

Tony Jones, Global Network Services Director at BSO.

“ The value of a more automated, efficient process for completing the testing within our infrastructure had become clear. ”

Tony Jones

SkyLIGHT Meets the Challenge

Accedian offers a number of products and services which could have been suitable for enhancing BSO's network monitoring capabilities. Following an in-depth product demonstration and workshop, it became apparent which solution was most appropriate for BSO to take on.

The company chose to deploy SkyLIGHT™, Accedian's precise network performance monitoring solution. With SkyLIGHT, BSO can test any backbone network path end-to-end, quickly and easily.

Results

Accedian's solution performs service activation testing via Ethernet to confirm that the circuitry provided is performing at the expected speed with no packet loss, its latency is within the outlined parameters, and there are acceptable or limited amounts of jitter across the whole network.

The whole test can be performed remotely from anywhere in the world without the need for people on the ground at the other ends of the network, with the generated test packet looping back to prove the performance metrics or to identify any bottlenecks in the service. Accedian's SkyLIGHT platform performs the whole process efficiently, cost-effectively, and with very little physical footprint; much of it is completely virtual, and small form factor, self-provisioning modules are sent to locations where additional hardware is needed, eliminating the need for truck rolls.

Commercial Benefits

Accedian has proven instrumental in reducing costs of testing and monitoring BSO's network capability, providing advanced clarity and insight for the organization and its clients.

Automating this process enables BSO to raise the bar on client satisfaction, and supports the organization's mission to be a customer service leader in the telecom industry.

With every delivery BSO makes, it is able to embed an RFC test result as standard. Fewer than 20% of telco companies are currently able to provide this service.

BSO is one of the elite connectivity providers who offer performance testing pre-sale.

Accedian's advanced network monitoring solutions also enable BSO to provide its clients with real-time insight into:

- Capacity management
- Usage
- Bandwidth
- Latencies
- Packet loss and other performance indicators

Next Steps

BSO now uses the SAT capabilities of Accedian's SkyLIGHT solution to very accurately verify circuits before bringing them into service, and Accedian performance monitoring to proactively track the ongoing performance of key connections.

In the immediate future, the operator plans to expand performance monitoring of its core network with further deployment of Accedian network performance modules.

“ Accedian was the obvious choice. They are undoubtedly the market leader in providing advanced network monitoring and performance testing. ”

Tony Jones

“ The cost of doing localized testing in 2014 was on the rise. Since our investment in the Accedian solution, it has virtually diminished. ”

Tony Jones