

Case Study

Zain Kuwait transforms the B2B customer experience with granular performance visibility

Additional benefits include new revenue streams and cost savings

- Accedian and Cisco provide end-to-end network visibility and deep, granular insight into the full reality of what's happening within Zain's network
- Joint solution enables Zain Kuwait to act on quality of experience issues and automate per-customer and per-service SLA reporting

Business issue

Zain Kuwait, a leading digital service provider in the country, needed more granular visibility and deeper insights into end-to-end network and service performance to enhance its B2B customer experience. Zain needed a single pane-of-glass view of its network and service performance with per-customer granularity and the ability to automate customer SLA reporting.

Solution benefits

The Accedian Skylight and Cisco Crosswork™ Network Automation solution immediately improved network visibility with precise per-second monitoring and real-time performance insights. That real-time factor, coupled with granularity and efficiency, sets the vital foundation for automated assurance.















Zain Kuwait can now provide customer-specific dashboards and offer this additional performance visibility 'as a service' to its customers. For Zain Kuwait, being able to monetize this service is the icing on the cake.

- **Unparalleled, granular high-resolution performance monitoring** and visibility with a rich set of KPIs for early detection of any issues.
- **Powerful reporting and analytics**, including easy macro to micro insights leveraging machine learning.

- **Self-monitoring, network-level dashboards**, plus SLA dashboards and alerts that can be set up per customer, by customer type, and more.
- **The ability to support multi-tenant customer self-service portals** where B2B customers can monitor their own SLA reports and key performance indicators.
- **Advanced automation** that paves the way for streamlining routine network tasks and functions, and real-time assurance of services and customer experience.

Business value and ROI

With Accedian Skylight and Cisco Crosswork Network Automation, Zain Kuwait gains real-time visibility and transforms their B2B customer experience.

 Challenge Meet customer demands for real-time service and SLA performance monitoring and reporting visibility	 Challenge End-user self-service portals are a common request in enterprise RFPs	 Challenge Developing the capability in-house or adapting existing platforms is often not viable
 Real-time self-service SLA reporting  Real-time insights  Customer experience Increased responsiveness SLA transparency	 Increase revenue  Reduce support calls	 R&D   Portal aaS subscription
 Outcome Offer transparent network services and SLAs with confidence	 Outcome Differentiate portfolio and upsell portal reporting dashboards 'as-a-service' for additional revenue	 Outcome Reduce cost-to-serve customers with multi-tenanted end-user reporting portal

About Zain Kuwait

Mobile telecommunications company “Zain” was founded in 1983 in Kuwait as the region's first mobile operator, and since the initiation of their expansion strategy in 2003, they have expanded rapidly. Today, they are a leading mobile voice and data services operator with a commercial footprint in 7 Middle Eastern and Africa countries with a workforce of over 7,100 providing a comprehensive range of mobile voice and data services to over 51.7 million active individual and business customers.

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in technology that powers the Internet. Cisco inspires new possibilities by reimagining your applications, securing your enterprise, transforming your infrastructure, and empowering your teams for a global and inclusive future. Discover more on The Newsroom and follow us on Twitter at @Cisco.

About Accedian

Accedian is a leader in performance analytics, cybersecurity threat detection, and end user experience solutions for service providers and mid-to-large size enterprises. The Accedian Skylight platform offers granular end-to-end visibility within “the massive multi” – multi-layer, multi-cloud, and multi-vendor networks. Accedian's open and scalable platform removes roadblocks to innovation, enabling cloud-native analytics and empowering customers to launch new assured services based on 5G, SD-WAN and edge technologies. Power your future with secure network performance. To learn more, visit accedian.com.

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Our goal is to further strengthen our leadership position in the market as the first stop for digital business solutions, with the outcome to have real-time network visibility and proactively act on QoE issues. We have collaborated with Cisco and Accedian to enhance our B2B customer experience by offering performance visibility ‘as a service’ through a customer portal.”

Nawaf AL-Gharabally
 CTO, Zain Kuwait

