anodot

AUTONOMOUS ANALYTICS ENSURES THAT SMART AXIATA'S COMPLEX SERVICES RUN SEAMLESSLY
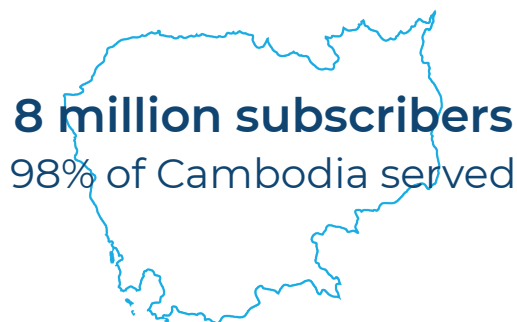
Case Study
Telco

Challenge: As a telco continuing to expand its data services, Smart Axiata's IT team found its existing data infrastructure ill-equipped to handle the increasing load. They struggled to troubleshoot outages and performance issues and, as a result, customer service suffered. Their CTO knew they needed an AI analytics solution in order to scale monitoring and proactive incident management.

Solution: With Anodot, Smart Axiata can easily and efficiently analyze vast amounts of data without having to rely heavily on manual tools such as dashboards and static thresholds. With such an advantage, Smart Axiata can ensure seamless telecommunications to millions of users while freeing up their team to focus its energies on its many future plans.

Smart Axiata is Cambodia's leading mobile operator, serving 8 million subscribers across a full 98 percent of the country. Since Smart Axiata launched its own music streaming platform in 2015, the company has also become one of the largest supporters of the Cambodian music industry and continues to set its sights on other large-scale sectors.

Powering the smartphones that power Cambodia's digital world, Smart Axiata quickly established itself as the largest telecommunication provider in the country. Their services range from cell phone service to entertainment and lifestyle content, all of which has subscribers creating and consuming data in massive volumes.

But because of either a lack of resources or the sheer mass of the challenge, Smart Axiata was for years struggled to monitor the tens of thousands of KPIs which

8 million subscribers
98% of Cambodia served

required its attention. Troubleshooting often took hours or even days as engineers struggled to analyze the operation's many layers and find the root cause of problems to which it was made aware from customer complaints.

The company used monitoring systems which were prohibitively inflexible, or which functioned on an alert-based system that was activated only when the problem reached a certain threshold. The team worried about its ability to retain its edge as it continued to rely on a response that was reactive rather than proactive.

The challenges of resource management are particularly acute in the telecommunications field, which is susceptible to huge revenues losses as a result of negative customer experiences. To stay competitive, Smart Axiata needed to ensure that it could maintain high quality service while also keeping down costs.
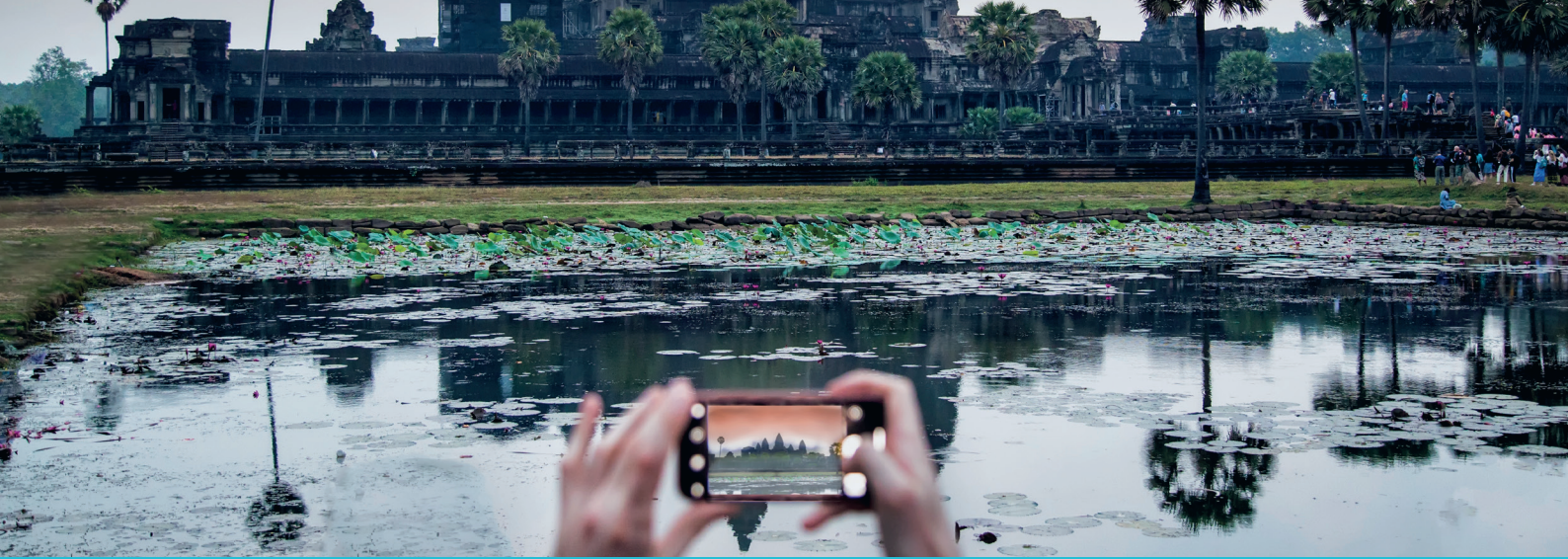
At the same time, the company's rapid growth posed new challenges. As it expanded into streaming, content sharing and other domains, it needed to stay up to date with the constantly evolving technologies, for example, in moving from 3G to 4G and to 5G, as well as developments in several other domains.

Smart Axiata spent years struggling to monitor tens of thousands of KPIs. Troubleshooting took many hours and even days.

With its expansion, the company has also migrated massive amounts of data from traditional telecommunications platforms onto the cloud. The move has necessitated a greater attention to monitoring and addressing IT complications.

AUTONOMOUS ANALYTICS BREAK DOWN DATA AND ENABLE PARTNERS

In order to avoid a dreaded revenue drop, Smart Axiata integrated Anodot's autonomous analytics solution to make monitoring faster, more efficient, and more granular. The move allowed them to strategize for ambitious projects into new domains, conduct more preventative troubleshooting – all the while improving the team's ability to manage its resources and cut unnecessary costs.

"Anodot helps us to stay focused and spend less time looking through multiple KPI dashboards and reports," according to Kuzin. "Since we've started to look at our data in detail, we've actually found so many more things that we didn't see before."

Anodot alerts have enabled Smart Axiata to view each and every parameter, including those which are not typically monitored on a daily basis, but which could nonetheless be the cause for a customer complaint.

It has allowed the company to stay up to date on the most critical, top-level network KPI's, including call drop rates, traffic KPIs, and others, which have, in turn, enabled it work on enhancing the company's successes and quickly fix its technical shortcomings across its multiple, complex levels of operation.

SMART AXIATA MOVES FROM REACTIVE TO PROACTIVE DATA ANALYSIS

The increased level of efficiency achieved through Anodot has allowed Smart Axiata to improve their monitoring capabilities.

With only the most essential alerts related critical KPIs, the company now has a more comprehensive set of metrics to help ensure that their customers are better served. These metrics include numbers on data connections, traffic profiles as well as the status of subscribers' data usage, which holds immense value for understanding market movements.

With Anodot, Smart Axiata is now able to leverage all of the company's accumulated data, create alerts only when they are truly needed and save employees valuable time and money so that they can direct their energies towards expanding in the future.

> **Anodot helps us to stay focused and spend less time looking through multiple KPI dashboards and reports.**
>
> **- Andrey Kuzin,
> CTO at Smart Axiata**