



## **The Challenge**

With the exponential increase in data traffic traversing a communication service provider's network, compounded by the granularity required for effective customer experience management, communication service providers are challenged to find an effective way to troubleshoot problems, resolve interoperability issues, and smoothly incorporate new technologies. At the same time, communication service providers are looking for increased revenue streams to maximize revenue and new business models to create a long-term advantage.

## **Joint Solution Benefits**

- See beyond network performance metrics to better understand how customers are using the network
- Helps to better shape your business to build loyalty, attract new customers, optimize infrastructure investments, and maximize revenue
- Provide comprehensive visibility and analysis into traffic across mobile and fixed-line networks in real-time with this end-to-end network traffic visibility and analytics solution
- Offer proactive identification of service impacting issues and offending subscribers and facilitates drilldowns into roaming users across peer networks with intelligent traffic management for service monetization and operational efficiency
- Gain complete visibility into customer experience and rapid diagnosis of the issues that diminish it
- Simplify reporting with end-to-end monitoring for determining compliance with service level agreements (SLAs)

## **The Gigamon and Empirix Joint Solution Overview**

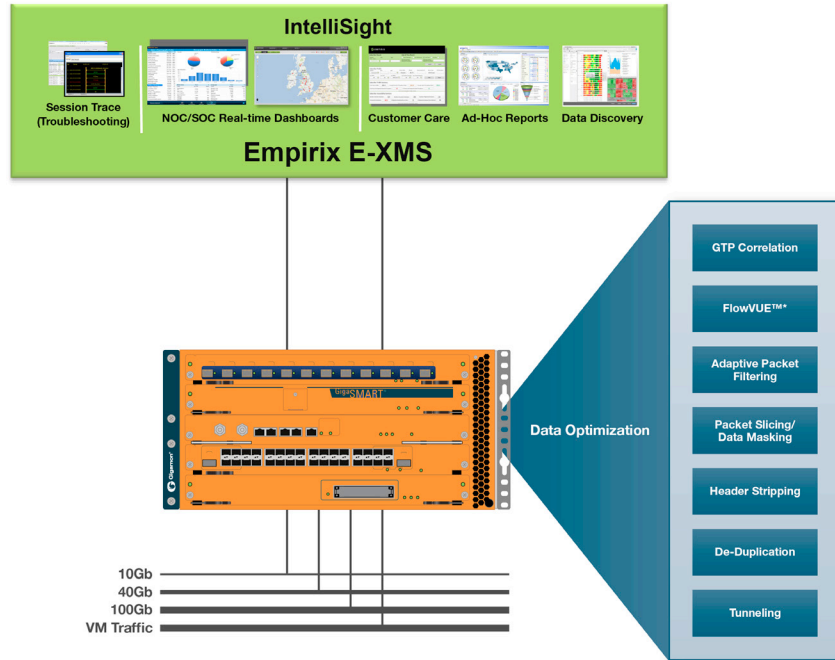
Empirix supplies service providers with important insights that uncover hidden opportunities and new business models that create a long-term advantage. Combining Gigamon's Visibility Fabric™ architecture with Empirix's product suite provides a real-time, end-to-end network monitoring and analytics solution for comprehensive visibility and analysis into traffic across an operator's network. Whether a mobile or fixed-line environment, Empirix E-XMS complimented by Gigamon's Visibility Fabric nodes provides a single solution for end-to-end mobile, NGN-VoIP and legacy fixed-line network monitoring. It correlates Quality of Service (QoS) parameters with subscriber-based session information to derive the Quality of Experience (QoE) scoring that reflects a customer's perception about voice, video and data services. Empirix E-XMS also validates all the transport, handover, sessions setup/tear-down, and data transfer procedures that enable mobile communications.

## **How the Joint Solution Works**

Empirix's holistic service assurance with complete visibility into customer experience enables faster diagnosis of the issues that diminish it. More importantly, Empirix monitoring solutions identify trends to predict failures before they happen. The cost savings are significant.

The Gigamon Visibility Fabric delivers pervasive and dynamic visibility from across physical and virtual network environments to Empirix's E-XMS. Traffic flows are optimized by aggregating, intelligently filtering, and applying selective packet manipulation functions like GTP Correlation, header stripping, de-duplicating and packet slicing. This approach extends the network reach of the Empirix E-XMS, improving return on investment and providing a solution that can quickly evolve and scale as network needs change.

Empirix E-XMS Mobile, NGN-VoIP and fixed-line monitoring solutions let you see beyond performance metrics to better understand how customers are using and experiencing services. You can more efficiently troubleshoot any issue impacting the subscribers QoE to reduce Mean Time To Repair (MTTR) costs and increase availability. End-to-end monitoring also simplifies reporting for determining compliance with SLAs. As a result, you can better shape your business to build loyalty, attract new customers, optimize infrastructure investments, and maximize revenue.



**About Empirix**

Empirix is the recognized leader in end-to-end network performance visibility with the unique ability to analyze customer behaviors by application in real time. Empirix helps service providers, mobile operators, contact centers, and businesses master complexities and optimize business processes to reduce operational costs, maximize customer retention, and grow top-line revenue. Through testing, monitoring, analytics and intelligence, Empirix helps companies around the world realize the full value of their technology investments. Empirix was acquired in 2013 by private equity firm Thoma Bravo as the first step in an aggressive strategy to take advantage of growth opportunities in the network services industry. The company is creating a comprehensive portfolio of end-to-end network service assurance solutions that will offer customers an integrated performance management solution in an otherwise fragmented market.

**About Gigamon**

Gigamon provides an intelligent Visibility Fabric™ architecture to enable the management of increasingly complex networks. Gigamon technology empowers infrastructure architects, managers and operators with pervasive visibility and control of traffic across both physical and virtual environments without affecting the performance or stability of the production network. Through patented technologies, centralized management and a portfolio of high availability and high-density fabric nodes, network traffic is intelligently delivered to management, monitoring and security systems. Gigamon solutions have been deployed globally across enterprise, data centers and service providers, including over half of the Fortune 100 and many government and federal agencies.

**Learn More**

For more information on the Empirix and Gigamon solution, contact:



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