Improve Service Quality and Customer Experience with Guavus Operational Intelligence and Gigamon Subscriber-Aware Visibility

The Challenge

In a competitive market, today's service providers struggle to deliver and maintain an optimal customer experience at minimal cost while faced with surging data volumes, increasing network complexity, multiple vendors, virtualization, siloed data and the mean time to understand and repair issues.

Integrated Solution

Guavus Service Reflex (SRX) and Intelligent Data Mediation (IDM) applications—combined with the Gigamon Visibility Platform—enable network operators to maintain visibility into the network while decreasing operational costs through Subscriber Aware Visibility.

Joint Solution Benefits

- Gigamon's Subscriber-Aware Visibility capabilities intelligently enable Guavus' new generation of analytically powered Big Data applications

- Broad and deep visibility on physical and virtual network traffic enables Guavus wide access to data to solve the most complex Big Data problems

- Filtering and distribution of relevant traffic to Guavus SRX and IDM accelerates processing throughput

- Generating NetFlow/IPFIX from any traffic flow avoids unnecessary processing on network devices

Introduction

Big Data holds big promise. However, managing it in a coherent and efficient manner—to harness its power rather than drown in its size and complexity—is a daunting task, especially in the competitive communications service provider (CSP) market.

For CSPs who have become overwhelmed by increasing data volumes and network complexity, Guavus and Gigamon have teamed to provide an intelligent, low-cost service assurance and network monitoring solution that helps them uncover new insights and make better quality, timely decisions.

The Gigamon and Guavus Joint Solution

Proven at the world's largest communications companies, Guavus provides a new generation of big data analytics applications that bring together compute, data, and domain science to enable businesses to become more efficient, profitable, and competitive. Guavus seeks to transform service assurance and personalize customer experience by empowering communications service providers (CSPs) to collect event data—in real time and at massive scale—and apply machine learning for baselining, anomaly detection, and root cause analysis. Unlike traditional probe solutions that ingest 100% of network traffic, the joint solution provides smart visibility and automatic troubleshooting including:

- Monitoring in-band KPIs
- Detecting abnormal degradations
- Automatic identification of interested network traffic
- Packet analysis at the subscriber level
- Root cause derivation

Integrated with the Gigamon Visibility Fabric™, the Guavus Service Reflex (SRX) and Intelligent Data Mediation (IDM) solutions help CSPs maintain visibility into the network while decreasing operational costs through reduced reliance on inline probing solutions and lowered mean time to understand (MTTU) and mean time to repair (MTTR) for network outage events. Key Visibility Fabric features that augment the value of Guavus technology deployments include:

Subscriber-Aware Visibility: Gigamon's Flow Mapping®, GTP correlation, FlowVUE™ and Application Session Filtering capabilities intelligently enable Guavus' new generation of analytically powered big data applications to transform service assurance and customer experience management
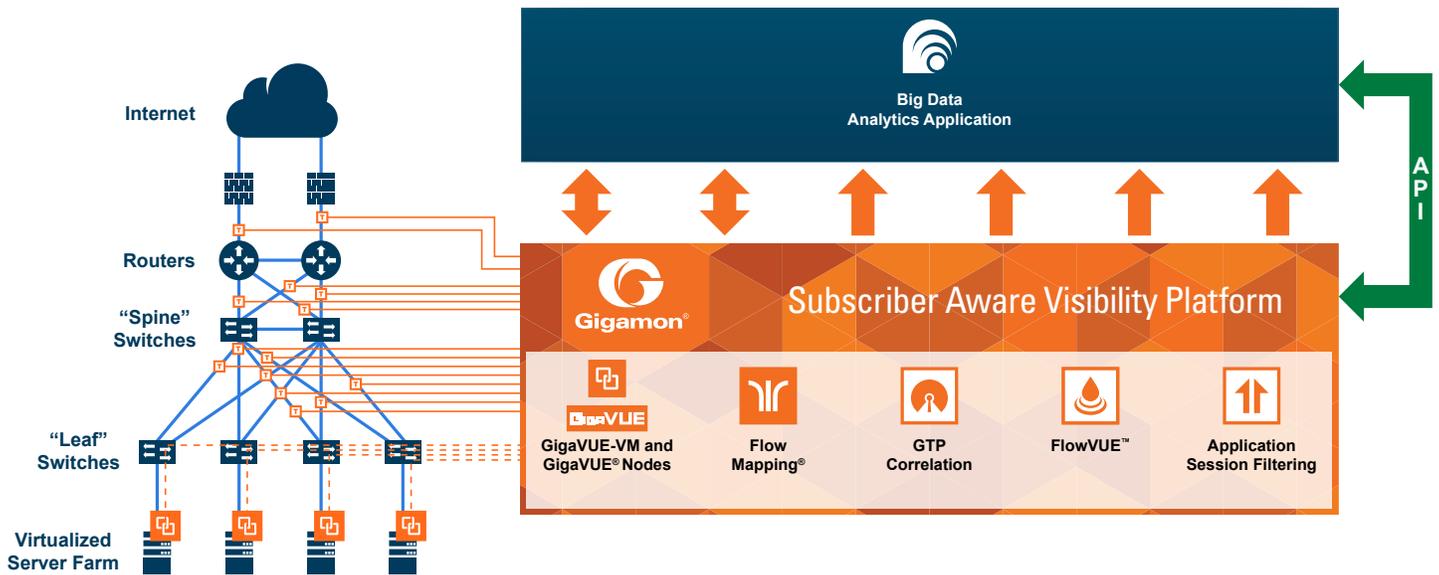
Easy Access to traffic from physical and virtual networks:
Gigamon enables traffic from across the network to be managed and delivered to Guavus efficiently and in the correct format. Also, east-west data center traffic is growing increasingly fast. Gigamon is able to tap virtual traffic and incorporate it into the Gigamon Unified Visibility Fabric for delivery to Guavus, ensuring all traffic can be monitored and analyzed together.

Traffic filtering: Send specific traffic or sessions to connected Guavus SRX and IDM applications so they do not become overloaded with irrelevant traffic that would only be dropped at a later point.

De-duplication: Pervasive visibility requires tapping or copying traffic from multiple points in the network, which, in turn, means tools may see the same packet more than once. To avoid the unnecessary packet processing overhead on Guavus tools, the Gigamon Visibility Fabric has a highly effective de-duplication engine that removes duplicates before they consume resources.

Header stripping for efficiency: As needed, eliminate the need for Guavus tools to decipher protocols, thus reducing their processing load and increasing efficiency.

NetFlow Generation: If desired, processing intensive tasks can be offloaded from Guavus by using the GigaSECURE® Security Delivery Platform's functionality for generating unsampled, enhanced metadata in NetFlow or IPFIX format from any selected traffic stream.

Big Data contains the building blocks for CSPs to personalize customer engagements, develop new revenue opportunities, build smarter networks and enhance network operational efficiency. Video (a main data hog), and real time, low latency services are the most problematic services. When combined, these become critical services that are super high in bandwidth, super sensitive in latency and susceptible in packet drops Together, Guavus and Gigamon ensure that full network visibility is highly optimized using Gigamon's Subscriber-Aware Visibility capabilities.

Learn More
For more information on the Guavus and Gigamon solutions, contact:

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