

*Internet Solutions uses Throughput and Latency Network Performance Monitoring from Qualica to measure their service delivery to customers*

***Synopsis:***

Qualica Technologies is helping a leading southern African Internet Service Provider understand both how its network is performing and how its products stack up against the competition. Accurate, objective performance analysis enables Internet Solutions to proactively manage their service delivery and ensure its offerings retain the competitive edge.

***Customer Profile:***

Internet Solutions (IS), part of the Dimension Data group, has a massive presence in southern Africa and is a premier brand in the consumer and corporate Internet Service Provider (ISP) space. IS delivers its products and services to more than 80 percent of South Africa's top businesses, providing end-to-end connectivity solutions and related services across the African continent. They also provide services to consumers, via resellers.

***Challenge:***

Network performance is mission-critical to a business of this nature which is driven by the demands of its clients. IS required accurate, real time network performance monitoring statistics to understand the performance of its network, across all connectivity media, to ensure optimal service delivery of their local and international network services. In addition, IS wanted to constantly benchmark itself against its competitors, both local and international, to ensure it continued to offer market-leading products and services.

***Solution:***

IS deployed the Throughput and Latency Network Performance Monitoring from Qualica. This solution provides detailed metrics of network performance across geographic regions, differing connectivity media (e.g. satellite versus fibre) and a variety of ISPs, thus enabling IS to gain proactive visibility into network performance. Monitoring is active in real time with an interactive GUI interface, allowing both business and technical teams to view results.

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*Results:*

According to Dall, there are always a multitude of factors at play when a client experiences a performance problem such as a slow Internet connection. "It is very difficult to pinpoint if the fault resides with the client's line, our network, or the site from which he is trying to download," he says. Qualica's solution enables IS to determine if IS's network is at fault - or eliminate this as a possible factor.

The measures uncover performance bottlenecks and provide guidance for optimisation. This valuable information is vital for rapid problem-solving, enhanced service delivery, increased brand perception, better customer retention and an improved bottom line. The automated monitoring service ensures that human error is removed and monitors IS' networks 24 hours a day.

IS is now benefitting from constant, objective measures of both how its networks are performing and how its services stack up against its competitors. This management information enables the company to ensure optimal performance for its clients and understand the competitive environment.

"We do not dig into the information if all is running smoothly," says Dall. "If there is a problem, however, we take a look. We might pick up a line failure, a lack of authentication or the need for more bandwidth, for example. The information also allows us to see trends, for example we can compare performance today with that of three months ago."

Qualica's Throughput and Latency tool is also set up to provide objective, ongoing benchmarking of IS' products and services against those of its competitors. It does this using a series of automated scripts and a totally standard set of rules, thus removing human error. For example IS might ask Qualica to test three different products from five different locations, over a number of different connectivity media.

The monitoring information is useful as a customer acquisition tool, as it shows prospective clients objective data about the performance of its network. "The industry is peppered with people making unfounded claims," says Dall. "Our clients can be assured that our network data is objective, standardised and not distorted by human error or bias."

The relationship between IS and Qualica is good, and IS has recommended Qualica's services to some of its blue chip clients. "We have walked the road with Qualica and their service has been superb," says Dall. "They are also a nice bunch of guys, and we've always had good service from the support desk."

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