

CUSTOMER SUCCESS STORY

# VivaCell-MTS Optimizes Subscriber Traffic



## Solutions improve network performance and make all subscribers happy

VivaCell-MTS relies on Sandvine to execute a comprehensive traffic optimization strategy. This approach—which optimizes TCP performance and precisely manages congestion—improves network performance and ensures a great subscriber quality of experience (QoE).

### Accelerating TCP Traffic

Sandvine's TCP Accelerator helps VivaCell-MTS improve overall network efficiency while maximizing subscriber quality of experience.

On the 3G network, subscriber data transfers were up to 51% faster, contributing to an improved QoE.

Plus, by completing transfers faster, VivaCell-MTS is able to free up radio access network bandwidth and resources to support more subscribers.

### Managing Congestion

No traffic optimization strategy is complete without a solution to precisely manage network congestion.

To complement the TCP acceleration deployment, VivaCell uses Sandvine's Traffic Management product for real-time detection and precise management of network congestion.

By combining the two solutions, VivaCell enjoy a faster, more efficient network that manages congestion automatically.

### Offering a Great Experience

*"Sandvine has an end-to-end network policy solution that helps us quickly recognize opportunities for new subscriber services, rapidly deploy them, and then improve the quality of experience for all subscribers."*

- Thomas Mazejian  
Information Systems Manager

### About VivaCell-MTS

VivaCell-MTS is Armenia's leading telecommunications operator, with a base of over 2.1 million subscribers.

As a customer-oriented telecom company, VivaCell-MTS aims to provide quality services all over Armenia.



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