



Taking Business Services to the Next Level

Using Fair Usage to deliver highly reliable services



TWT SpA is a Milan-based communication service provider offering voice, data, cloud, and high-speed connectivity services for business customers. The company plays a critical role in delivering solutions that manage and integrate the best voice and data business services with carrier-scale access and advanced, business enabling technologies. Offering “cutting-edge, tailor-made services for businesses since 1995,” TWT has evolved its portfolio to provide full service, end-to-end, unified communication solutions that are highly reliable, scalable, and secure for their Italian business customers.

The company has maintained a strong market position by focusing on customer success, investing in its people and technology, building strong relationships with its partners, and delivering high quality services that are backed by customized 24/7 support.

“Unpredictable, giant traffic flows created by “Microsoft Patch Tuesdays,” new “Call of Duty” releases, or live streaming events clogged our customers’ access to important business services.”

Brian Turnbow,
Chief technology Officer, TWT SpA

Challenge

As business communication requirements broadened and traffic volume and number of applications increased, TWT found it increasingly more difficult to consistently deliver the high-quality services that their customers had come to expect. Large, unforeseen traffic flows such as those created by bulky system updates for devices, oversized releases of trendy video games, and the flash popularity of video and sports events caused traffic spikes that interfered with the mission critical business services that TWT delivered.

These unexpected traffic surges began to take their toll on the customer networks as well as on TWT’s support organization. Customers noticed the interruptions, driving call volumes that forced customer support to work in overdrive, requiring many manual interventions and an unsustainable amount of support overhead. More importantly, TWT did not want to tarnish its reputation of delivering the very best service quality and customer experience.

Solution

TWT had to find a better way to manage and mitigate the effects of these frequent and unpredictable traffic flows. They wanted to address their issues with more immediacy and in a more automated fashion—without needing manual intervention. After considering their alternatives, TWT selected Sandvine for its ability to rapidly and reliably alleviate traffic spikes with its Fair Usage Congestion Management use case.

Fair Usage ensures that all customers receive equivalent access to communication services during times of congestion and, when lower priority traffic does begin to overwhelm networks, that traffic is automatically shaped down—freeing resources that ensure that business critical services are reliably delivered and that customers continue to receive unwavering, high quality business services.



“Business customers choose TWT, in part, because we have solved unforeseen traffic slowdowns. On heavy update days, our support calls have dropped by 90% or more.”

Brian Turnbow,
Chief technology Officer, TWT SpA

Result

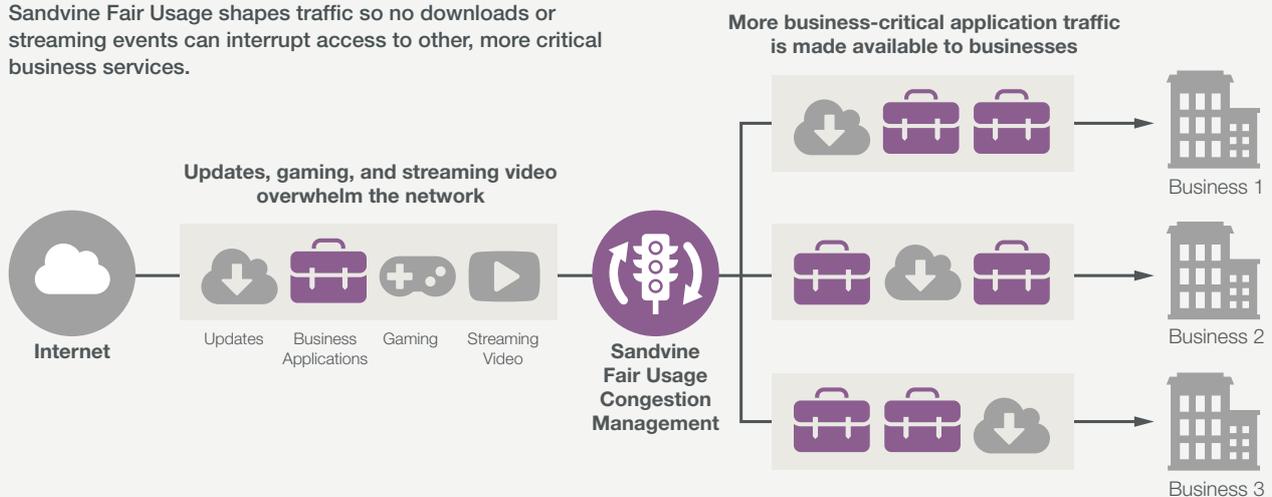
TWT saw immediate benefits when Sandvine Fair Usage was put into place. The download surge problem was rapidly addressed, as the Sandvine solution recognized the bandwidth degradation and triggered congestion management policies that protected high-value traffic in order to maximize mission critical customer data. The volume and size of these surges continue to grow in the industry, but TWT has effectively shielded its customers from these traffic storms.

Operations have greatly improved from a support perspective as well. Rather than receiving tens to hundreds of support calls on major download days, TWT’s support loads remain steady, predictable, and under control. The customer support organization no longer needs to unexpectedly play triage on high traffic days, as the problem is resolved without the need for manual, human intervention. Now support representatives can resolve higher level, customer specific problems, such as optimizing individual networks to better meet their more custom business needs.

In addition, Sandvine’s analytical tools provide usage history that allows TWT to better identify and advise those customers who may require more bandwidth and related services. TWT uses this information to deliver even more high quality, form fitting solutions for their customers.

Figure 1

Sandvine Fair Usage shapes traffic so no downloads or streaming events can interrupt access to other, more critical business services.



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ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit sandvine.com or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



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