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# Beyond Monitoring: OSS Best Practices from Leading APAC Service Providers

Webinar: June 27, 2012 at 7:00 PM PST June 28, 2012 10:00 AM Singapore/Malaysia

Presented by:

Roger Hosier, CTO, OSI, Thiagi Selladurai, OSS Head, Maxis, & Andrew Lim, Project Manager, OSI

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### **Your Presenters for Today**

Roger Hosier

CTO, OSI



**Thiagi** Selladurai OSS Head, Maxis



Project Manager, OSI



**About OSI** 

OSI is a global provider of Operations Support Systems (OSS) solutions for communications service providers. OSI's flagship NetExpert® platform provides visibility and service assurance for the largest service providers in the world. OSI has established its leadership in product and service innovations worldwide since its founding in 1989.

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### Agenda

- Mobile Service Provider Key Challenges Roger Hosier, OSI
  - Data accuracy, integration across systems, time to resolution
  - Asian market service provider dynamics
  - Maxis as a best practices leader in OSS
- Maxis Best Practices Thiagi Selladurai, Maxis
  - Maxis company profile
  - Maxis OSS FM introduction
  - RAN Site Fault Management
- OSI Best Practices Andrew Lim, OSI
  - Rich object modeling, incorporating inventory
  - Alert enrichment
- Q&A All Participants







# **Service Provider Challenges**

### What we hear globally – customer concerns



There are thousands/millions of events on the network. We need to know how to prioritize the events so we can reduce overhead and effectively automate as much as possible.



If I could understand how an alarming object is related to the topology of my network, I could more rapidly understand the alarm's impact on the network's health.



I have to touch six different systems just to understand how a network event is related to the network's health.





# **Asian Market Dynamics**

### **APAC Service Provider Challenges**

The operating environment in mobile voice business is fiercely competitive with an increasing number of players in a highly-penetrated voice market. Malaysia's penetration levels are over 128 percent of the population, which underlines the shift to multiple SIM use.

Estimates put "subscriber" penetration (unique customers) in a multi-SIM market at around 80 percent.







### **New Area of Growth**

"MALAYSIA STANDS AT THE CUSP OF THE TELECOM INDUSTRY'S TRANSITION FROM VOICE TO DATA. THE DEMAND FOR DATA AND BROADBAND HAS GATHERED CONSIDERABLE MOMENTUM AND AS A COMPANY WE ARE PLEASED TO BE AT THE LEADING EDGE OF THIS TRANSFORMATION."

Sandip Das, Maxis Chief Executive Officer





# **Maxis – Top Performing**

Maxis' non-voice revenue earnings is one of the top performers in the Asian region.

- EBIDTA Margin % 50.3%
- 45.3% of mobile revenue is non-voice.
- Over 7.5 million of its customers are active mobile Internet users as of Q4 2011.







# Maxis Presenter Background, Thiagi Selladurai

- Project Director of the Maxis OSI NetExpert
   FM iNMS project 2006/2007 and its evolution
- Head of Maxis OSS Dept
- Oversees all Maxis OSS Systems FM iNMS, PMS, CMSS Docket, IVR, Work Permit, Inventory





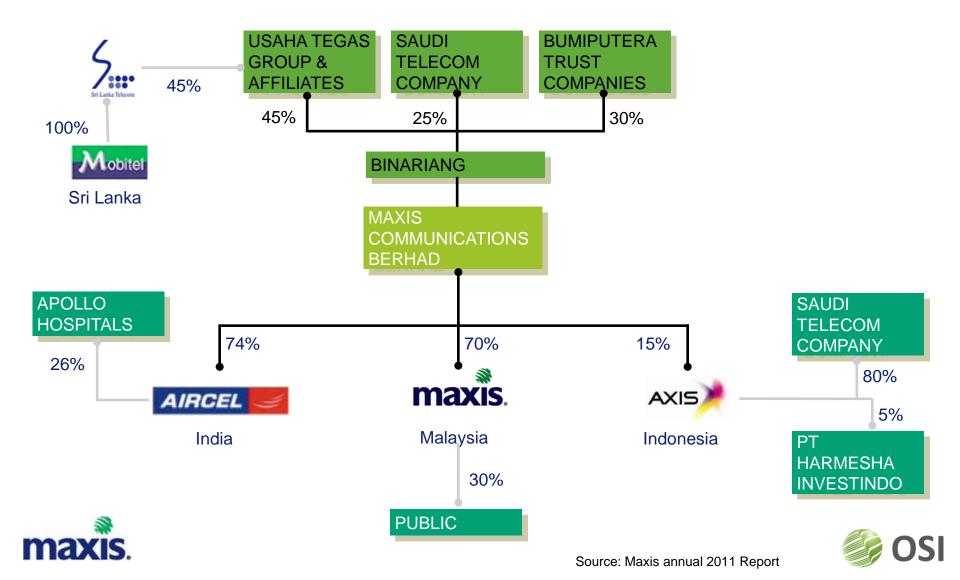
# **Organization Overview**







# **Shareholding Structure**



### **Maxis Malaysia**

1995

 Commenced commercial operations in 1995

2001

Market leader in Malaysia since 2001

TOP10

Top ten largest companies on Bursa
 Malaysia with Market Cap of US\$14bn

**FIVE** 

Integrated Telco - Mobility, Home,
 Enterprise, Broadband (Wired & Wireless)
 & Intl. Gateway

**14**<sub>m</sub>

 14 million subscribers with 39% revenue share

\$2.85bn

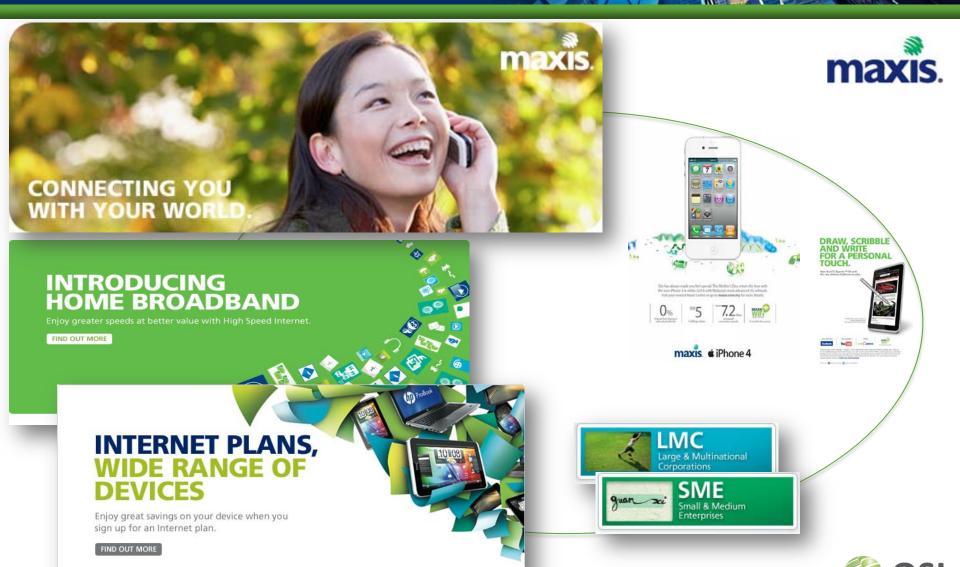
Revenues of US\$2.85bn in 2011 with a EBITDA margin of 50.3%

3450

~3,450 employees in Malaysia



# Fully Integrated Communications Provider LARGEST OPERATOR IN MALAYSIA >12mil SUBS



### Q4, 2011 Services

### Consumers ■ Mobile Services - GSM, GPRS, EDGE & 3G □ VAS ☐ Advanced Data Service - Mobile Infotaintment Services ☐ Fixed Line Services International Roaming ☐ Home Services Enterprise ☐ Voice Services - Trunk Services(ISDN), Corporate Plans Data Services Leased Circuits, VSAT Services, IP Services Broadband Services - WLAN & ADSL ■ M2M Cloud Computing







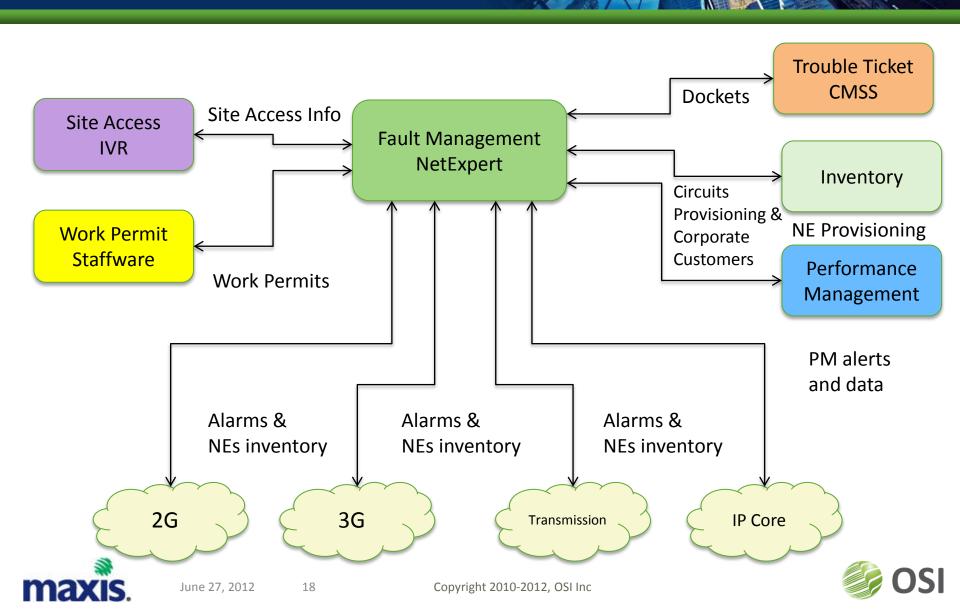
### **Maxis OSS FM**

- Uses OSI NetExpert Product & Solution for iNMS
- System was implemented in 2006/2007 and continues to evolve
- Other OSS systems were integrated to Maxis like PMS,
   Inventory, CMSS dockets, IVR, Work Permit
- Over 90 percent of Maxis network is monitored





# Maxis FM iNMS System Overview





### **RAN Site Management**

#### **Challenges**

- Manage high volume of alarms over 13K sites across the country
- Manage environment alarms (contribute to 60% of the network dockets) effectively
- Manage site intrusion & vandalism

#### **Initiatives**

- Alarm & Docket Prioritization
- Environment Alarm Auto Detection & Docket Escalation





# **Case 1 - Alarm & Docket Prioritization**





### **Site Down Alarms**

# Prioritize VVIP, URBAN or high density traffic sites, regions or locations for manual docket

- Site Priority "VVIP, URBAN, RURAL"
- Site Classification "BSC, Hub Sites, Trunk Sites & End Sites"
- Alarm Quadrant service impacting, non-service impacting, environmental and performance alarms
- Region Location

Q	AMO	Alert Name	Site Classifica	Site Pri	RegionBase				
Q1	BLOGM1_BTS_CS	C_BTSSiteDown	End Site	RURAL	EM1::BSTW				
Q1	BLOGM1_BTS	MOT_OMCR_SITE_Last_RSL_Link_Failure	End Site	RURAL	EM1::BSTW				
Q1	KGGAM1_BTS_	MAXIS_REQ_SUSPECT_INTRUSION-IVR_NDOCKET_NWP_Y	Trunk Site	NONE	EASTERN::EKB1				
Q2	LUITM1_BTS++GCLK-MCU	MOT_OMCR_GCLK_Phase_Lock_Lost=>ITMT	End Site	RURAL	EASTERN::EWP1				
Q1	LOBGM1_BTS_	MAXIS_REQ_SUSPECT_INTRUSION-IVR_NDOCKET_NWP_Y	BSC Site	NONE	EM2::BRML				
Q1	SNWGM1_BTS_	MAXIS_REQ_SUSPECT_INTRUSION-IVR_NDOCKET_YWP_Y	Hub Site	NONE	KVNILAI::KVNILAI				
Q3	TMRIM1_BTS	C_OPTO	End Site	RURAL	EM2::BRBL				
Ö	HUJIM1_BTS	OPTO1	End Site	RURAL	NORTHERN::NAS1				
Q1	YHANB1_BTS_	MAXIS_REQ_SUSPECT_INTRUSION-IVR_NDOCKET_YWP_N	End Site	VVIP	KVNILAI::KVNILAI				
Q1	SUANM1_BTS_	MAXIS_REQ_SUSPECT_INTRUSION-IVR_NDOCKET_YWP_N	Hub Site	RURAL	EM1::BSTW				
Q3	BTEHM1_BTS	C_OPTO	End Site	NONE	NORTHERN::NPG1				

# Case 2 – Auto Detection & Docket Escalation for Environmental Alarms (Intrusion & Power Alarms)





# What are Site Environmental Alarms?

	OPTO Descriptions	
OPTO1	Intrusion / Door	
ØPTO2	Air Conditioner Failure / OVER-TEMP	
ОРТО3	Rectifier Main failure / MAINS FAILURE	
ОРТО4	Rectifier High Voltage	Powe
ОРТО5	Rectifier Battery Low / BACK-UP BATTERY LOW	alarn
ОРТО6	Rectifier PSU Failure / BACKUP GEN-SET FAIL or NO BATTERY	
ОРТО7	Rectifier Battery Disconnect	
ОРТО8	Tower Light Alarms	





# Intrusion Alarm Initiative Executive Summary

### **Objective:**

- Automate Intrusion Alarm detection immediate detection & prevention of Site Intrusion
- Control site access, site activity, planned upgrades

### **Background:**

- ~ 1800 "Door alarm" on daily basis
- Manual Monitoring & Correlation Labor Intensive





### **Intrusion Alarm Solution**

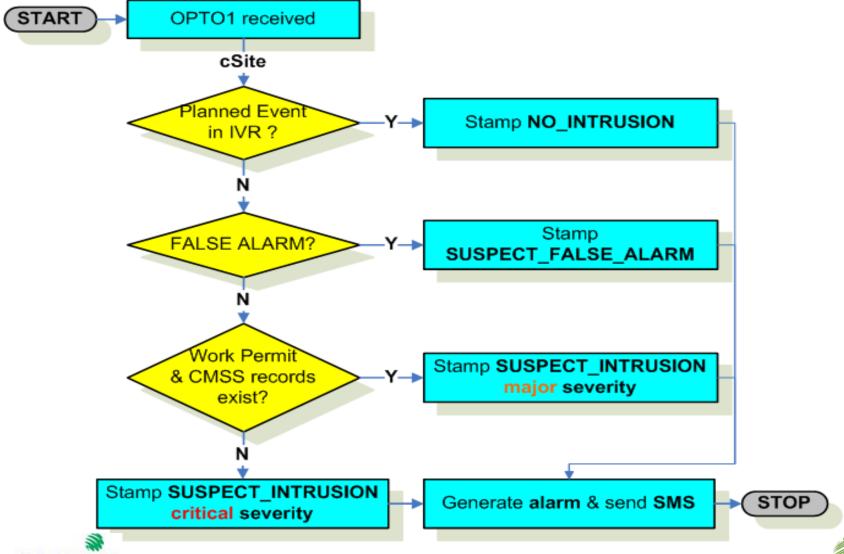
- Integrates with Work Permit & IVR Module
- iNMS validates 'Door Open' alarm whether it is an assigned Engineer entering into the site, or it is a real 'Intrusion Alarm' with correlation
- Differentiates between maintenance access vs. suspect intrusion

EMS Name	INMS Event DateTime	Loc Name	Description				
Ericsson	2012-06-18 15:22:56	SSQ1B1	SUSPECT INTRUSION at SSQ1B1 [OPTO1] IVR[N], Docket[D11166/06/12				
Motorola	2012-06-18 15:22:43	KOYAM1	NO INTRUSION at KOYAM1 [OPTO1] IVR[D11129/06/12 W01:60127000103				
Motorola	2012-06-18 15:22:30	ALP1B1	NO INTRUSION at ALP1B1 [OPTO1] IVR[201215584:60122215082:Paul E				
Motorola	2012-06-18 15:22:10	FEPUM1	SUSPECT INTRUSION at FEPUM1 [OPTO1] IVR[N], Docket[N], WP[N]				
Motorola	2012-06-18 15:21:50	PRTOM1	SUSPECT INTRUSION at PRTOM1 [OPTO1] IVR[N], Docket[N], WP[N]				
Motorola	2012-06-18 15:21:48	OKONM1	NO INTRUSION at OKONM1 [OPTO1] IVR[201215476:60138860734:Thomas				
Motorola	2012-06-18 15:20:58	GIAMM1	SUSPECT INTRUSION at GIAMM1 [OPTO1] IVR[N], Docket[N], WP[N]				
Alcatel_S	2012-06-18 15:20:00	1670sm-64-KN	SUSPECT INTRUSION at 1670sm-64-KNTNO1main [OPTO1] IVR[N], Docke				
Ericsson	2012-06-18 15:19:54	EVILM1	SUSPECT INTRUSION at EVILM1 [OPTO1] IVR[N], Docket[N], WP[20121				





# **Intrusion Alarm Processing Logic**



maxis.

### **Benefits**

- Operational Efficiency Automates manual check steps related to site intrusion
- Prevents unnecessary truck roll Docket raised for genuine site intrusion
- Reduces revenue leakage prevents site intrusion
- Frees up NOC/SOC controllers to focus on other real network alarms





# **Power Alarm Initiatives Executive Summary**

### **Objective:**

Automate power alarm detection and docket escalation

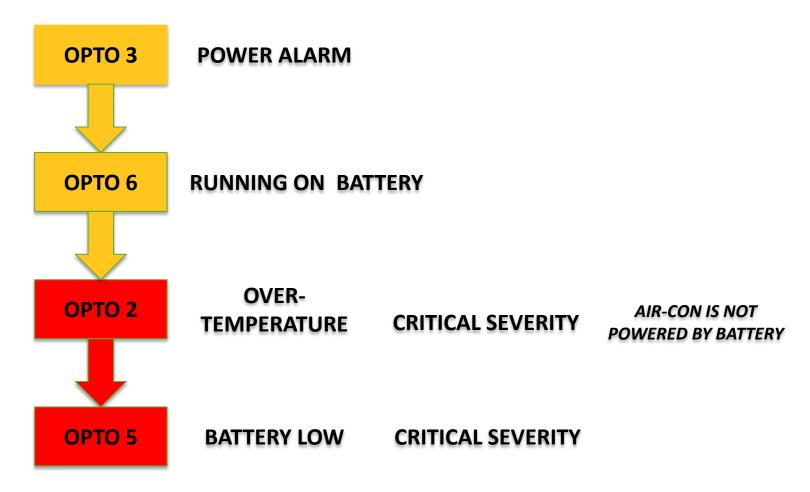
### **Background:**

- ~ 2.5% of sites report power issues daily
- Multiple related alarms are generated for a single site power failure
- Manual power alarms management is labor intensive





### **Power Alarms Behavior**







### **Power Alarms Solution**

- Site Prioritization Categorize RAN Sites with Site Classifications (eg. Hub, Trunk, BSC and End Site)
- Opto Alarms Correlation
- Set appropriate Sleeping Time to auto trigger docket
- Display the Correlated Power alarms in alarm panel





### **Power Alarms Correlation**

#### Step 1

- Correlates all occurring OPTO2-OPTO7 alarms into a single correlation alarm => C\_OPTO
- C\_OPTO alarm as primary alarm
- Only C\_OPTO can trigger an auto docket creation
   => Doesn't have multiple alarm rows and dockets

ОРТО 3

OPTO 6

OPTO 2

OPTO 5

C\_OPTO

time

Handles false alarm condition of Site Reset: OPTO2-7 triggered simultaneously

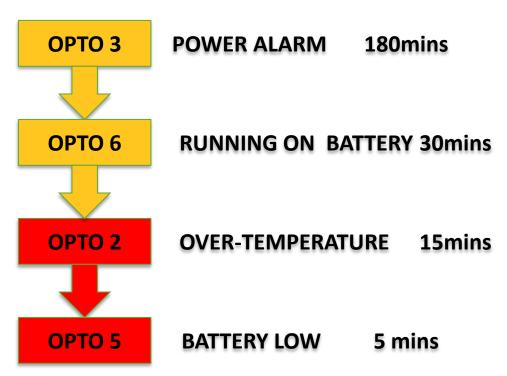


docket

# **Set Sleeptimes (Wait Periods)**

#### Step 2

 Assigns configurable sleeptimes (wait periods) for each type of basic OPTO alarm. The sleeptimes control between raising docket too soon vs. too late.

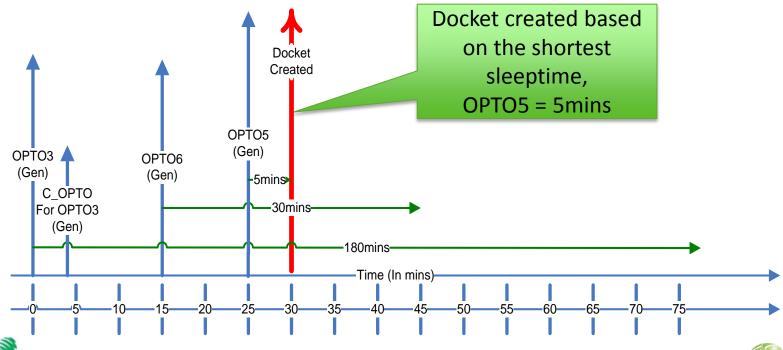






# **C\_OPTO** Behavior

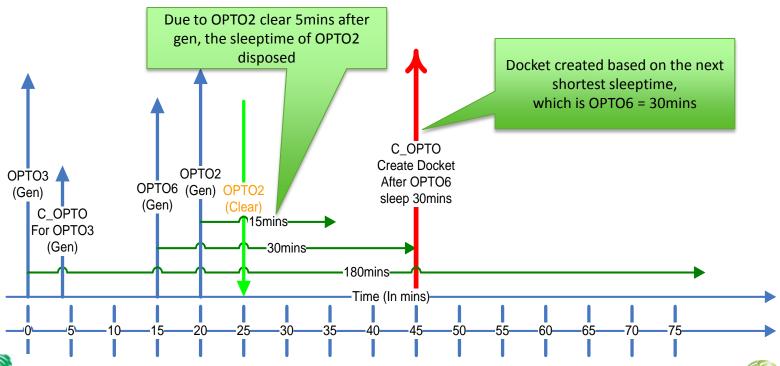
- C\_OPTO takes the shortest waiting periods from its basic OPTO alarms' generation ie. from most critical OPTO alarm
- C\_OPTO docket escalated based on this time





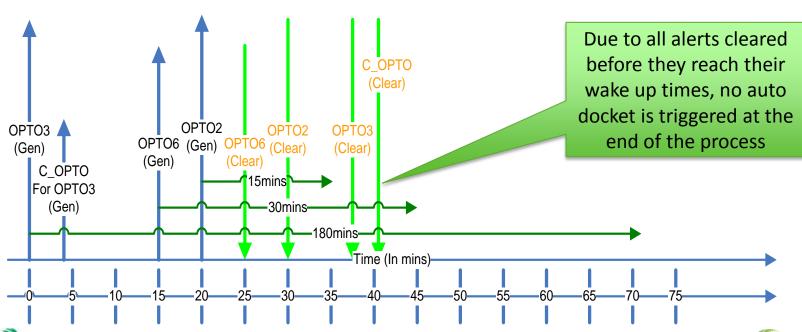
# **C\_OPTO** Behavior

 If any basic OPTO alarm clears, C\_OPTO sleeptime adjusts to next shortest occurring basic OPTO alarm sleeptime



# **C\_OPTO** Behavior

• If all the basic OPTO or C\_OPTO alarms clear before they reach their wake-up times => no auto docket process is triggered.





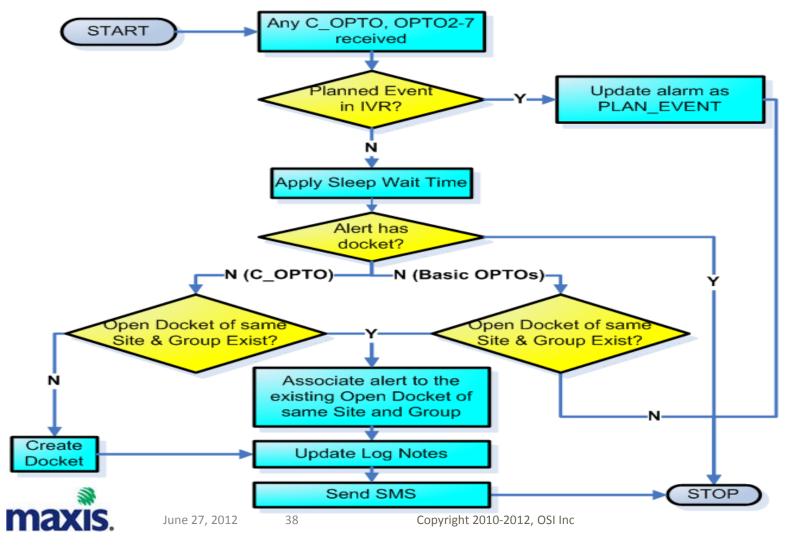
## Prioritize Hub, Trunk, BSC Sites > End Sites

 Sleep timings based on field trials maxis. **Hub, Trunk, BSC Sites End Sites Sleeptimes 180mins – 5mins Sleeptimes 6mins** OPTO 3 **POWER ALARM 6mins** OPTO 3 **POWER ALARM** 180mins **GEN-SET / BATTERY GEN-SET FAIL OPTO 6** OPTO 6 6mins **RUNNING ON BATTERY 30mins** OPTO 2 **OVER-TEMP 6mins OVER-TEMPERATURE** 15mins OPTO 2 OPTO 5 **BATTERY LOW 6mins OPTO 5 BATTERY LOW** 5 mins **180mins – 5mins** 7 -9 mins C\_OPTO **C OPTO** docket docket

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#### **Power Alarms Auto Docket Logic**

Basic OPTO alarms are associated to C\_OPTO docket





#### **Benefits**

- Operational Efficiency Auto Detection and Docket Escalation
- Optimize docket escalation Specific Power alarms allowed time to CBI
- Reduce Site Outages
- Effective alarm monitoring Multiple Site power alarms are correlated into single alarms
- Free up NOC/SOC controllers to focus on other real network alarms





# Benefits (based on sleep timings set)

#### Critical sites => average of 7 to 9 minutes to auto docket

SITENAME	SITE_CLASSIFICATION	ALERT_TYPE	ALERT_FIRST_GENERATED	DOCKET_CREATED	DOCKET_ID
LKINM1	Hub Site	OPT06,0PT03	22/5/2012 12:07:41 AM	22/5/2012 12:16:14 AM	D14035/05/12
KLNOM1	Hub Site	OPTO2	22/5/2012 3:27:01 AM	22/5/2012 3:35:05 AM	D14077/05/12
BTGPM1	Hub Site	OPT03,0PT06	22/5/2012 4:55:55 AM	22/5/2012 5:04:18 AM	D14092/05/12
BERKM1	Hub Site	OPT06,0PT03	22/5/2012 5:46:48 AM	22/5/2012 5:55:04 AM	D14101/05/12
TOSAM1	Hub Site	OPTO2	22/5/2012 5:49:25 AM	22/5/2012 5:57:07 AM	D14103/05/12
PAPTM1	Trunk Site	OPT05,0PT06,0PT03	22/5/2012 6:09:32 AM	22/5/2012 6:18:06 AM	D14107/05/12
BONYM1	Trunk Site	OPT06,0PT03	22/5/2012 7:27:36 AM	22/5/2012 7:36:06 AM	D14122/05/12
BALAM1	Hub Site	OPT03	22/5/2012 8:43:25 AM	22/5/2012 8:51:06 AM	D14145/05/12
SBRUM1	Trunk Site	OPTO3	22/5/2012 9:39:59 AM	22/5/2012 9:48:07 AM	D14171/05/12

#### End Sites => 3 hours – 5 mins to auto docket

<b>~</b>	SITENAME	SITE_CLASSIFICATION	ALERT_TYPE	ALERT_FIRST_GENERATED	DOCKET_CREATED	DOCKET_ID
	BENGM1	End Site	OPTO2	21/5/2012 10:28:37 PM	22/5/2012 12:01:06 AM	D14024/05/12
	KMABM1	End Site	OPT06,OPT03	21/5/2012 11:56:50 PM	22/5/2012 12:04:17 AM	D14029/05/12
	UMASM1	End Site	OPT05,0PT06,0PT03	22/5/2012 12:01:31 AM	22/5/2012 12:10:08 AM	D14031/05/12
	SERTM1	End Site	OPTO5	22/5/2012 12:04:56 AM	22/5/2012 12:12:06 AM	D14034/05/12
	ТООММ1	End Site	OPT03,0PT06	21/5/2012 11:56:54 PM	22/5/2012 12:29:28 AM	D14041/05/12
	APONM1	End Site	OPT06,OPT03	21/5/2012 11:59:05 PM	22/5/2012 12:31:05 AM	D14043/05/12
	PAALM1	End Site	OPTO6	21/5/2012 11:59:11 PM	22/5/2012 12:31:17 AM	D14044/05/12
	STURM1	End Site	OPT06,OPT03	22/5/2012 12:10:12 AM	22/5/2012 12:42:06 AM	D14049/05/12
	GPAIM1	End Site	OPT06	22/5/2012 12:47:38 AM	22/5/2012 1:20:05 AM	D14058/05/12
	JLLAP1	End Site	OPT06,OPT03	22/5/2012 12:53:00 AM	22/5/2012 1:25:07 AM	D14060/05/12
	GARSM1	End Site	OPT03	21/5/2012 10:38:59 PM	22/5/2012 1:41:08 AM	D14062/05/12

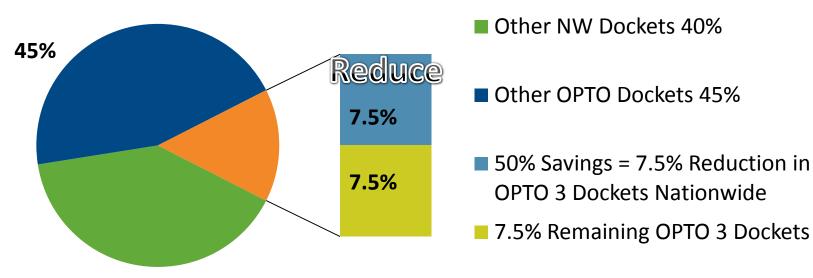




#### **Benefit Analysis**

- ✓ Setting OPTO 3 sleeptime to 180mins for End Sites
  - => 50% OPTO 3 docket savings => 7.5% reduction in total dockets nationwide

#### All Dockets From All Alarm Sources







40%

## **Post 6 Months Benefit Analysis**

- Number of open dockets are down by 38%
- Network Availability and Customer Satisfaction has increased







# OSI Presenter Background, Andrew Lim

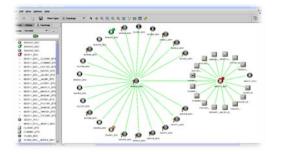
- Project Manager with Agilent/OSI since 2002
- Worked on telecom CDR BI solutions, Japan Telecom, TCL,
   Tata Docomo and Maxis OSS projects
- Project Manager / Account Manager for Maxis since 2008

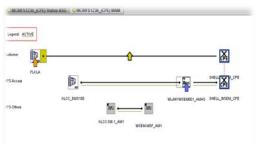




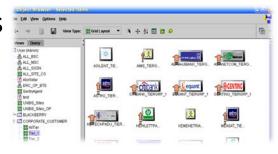
# Rich Object Modeling - Business Need

- Graphical network view with real time alarms
  - Network Topology
  - Circuit Diagram





- Flexible network monitoring at different levels
  - Region
  - Corporate Customer tier
- Geographical view places NE on Mapinfo with real time alarms









## Rich Object Modeling – Challenges

- Data consolidation
  - Different systems
  - Different interfaces
    - Flat File FTP
    - Vendor specific interface
      - Alcatel IOO, etc
    - Oracle table sync
  - Huge data volume

# NetExpert Alarm Info

#### **EMS**

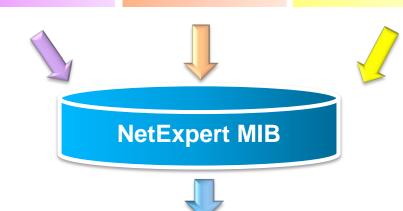
Circuit
Provisioning
Info

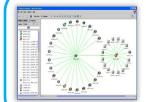
#### **Inventory**

Site Info

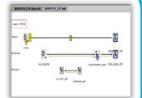
Circuit Info

**Customer** Info





AWO	Aledikame	LocName	tSite	Site Classification	Site Priority	RegionBase
KNEWN1 BTS	MOT OMER SITE Last RSL Link Failure	ROVERVO1	ENEV	End Site	UNBAN	SOUTHERN::SBP1
HRANMI BTS	MOT OMOR SITE Last RSL Link Failure=>SUPP	ERAXO1	HBAN	End Site	RTUBAL	SOUTHERN::SJB1
HRANM1 BTS	MOT OMER SITE Last RSL Link Failure=>1TMT	ERAXO1	HBAN	End Site	RTBAL	SOUTHERN::SJB1
CRISM1 BTS	NOT OMER SITE Last RSL Link Failure	CRISM1	CBIS	End Site	URBAN	EN2::BRKH
STWTO1 BSC HILBU1 BTS	C BT9ConnectionOCS	HI1801	HILB	End Site		NORTHERN::NPG2
LUTUNI BTS	MOT OMER SITE Last RSL Link Failure	LOTUM	LOTO	End Site	RTBAL	EM1::BSAD







# Rich Object Modeling – Using MIBSYNC

#### MIBSYNC features

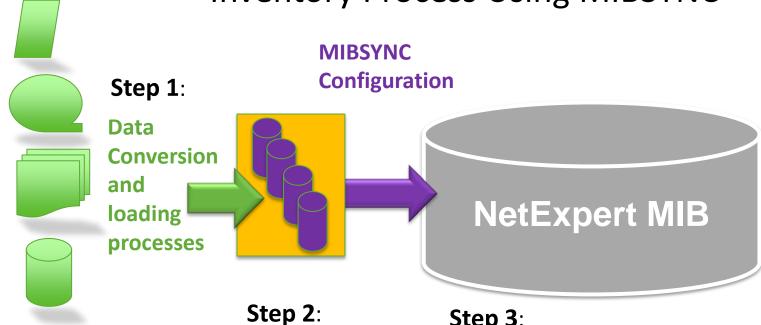
- Ability to sync objects between NetExpert and other inventory systems
  - Delete obsolete objects from NetExpert
  - Create new objects in NetExpert
  - Update existing objects in NetExpert
- Smart
  - Does not process unchanged objects, improves performance
- Efficient
  - Standalone process
  - Conversion and normalization issues are handled as discrete functions
- External EMS/inventory can be transformed into Database tables (single standard format)





# Rich Object Modeling – Using MIBSYNC

#### **Inventory Process Using MIBSYNC**



**Various Inventory Sources** 

Integrate & normalize inventory data into

staging tables

#### Step 3:

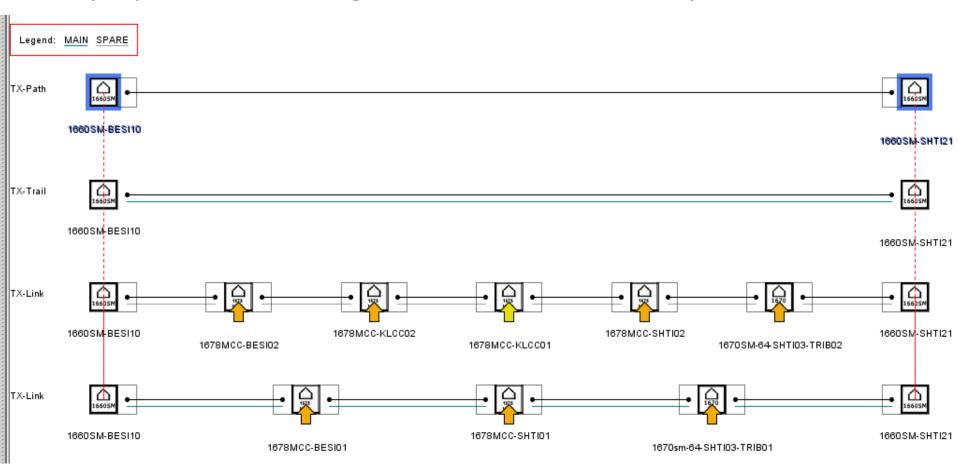
Incrementally synchronize from staging tables into NetExpert **MIB** 





#### **Network Diagram Visualization**

Displays circuit routing details of a circuit in layers

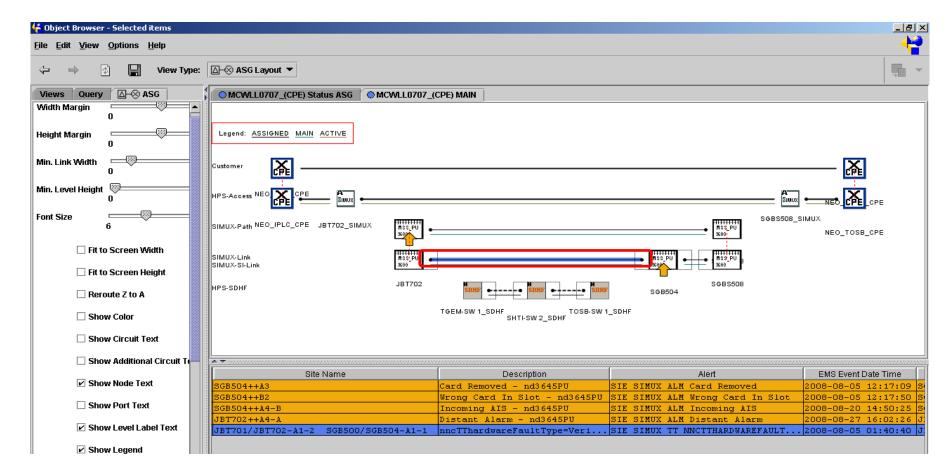






## **Network Diagram Visualization**

Provides alarm state info on Circuit

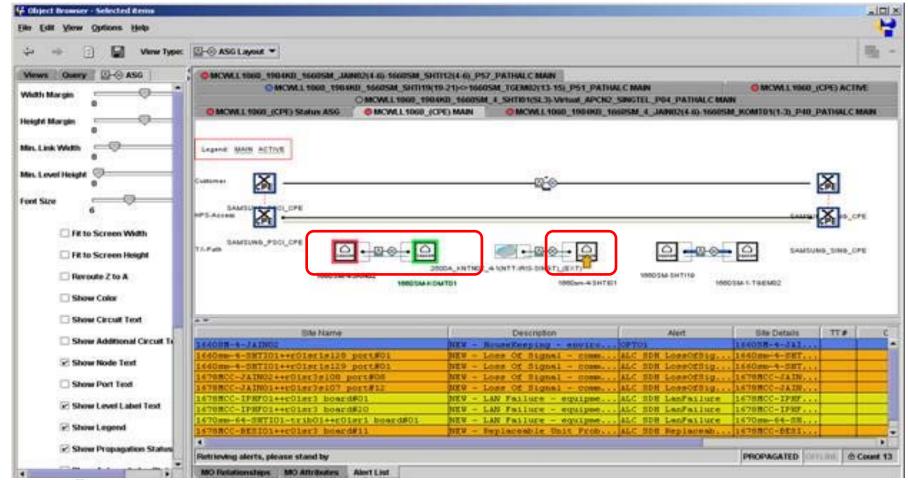






## **Network Diagram Visualization**

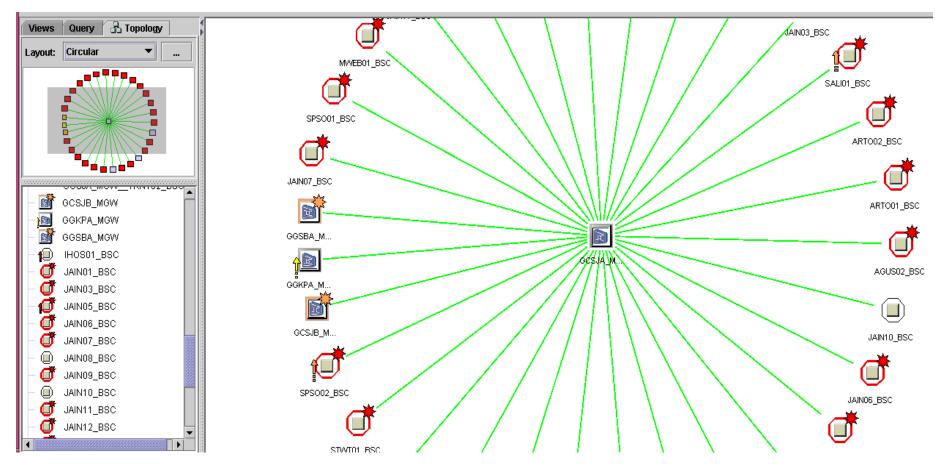
Provides alarm state info on NE







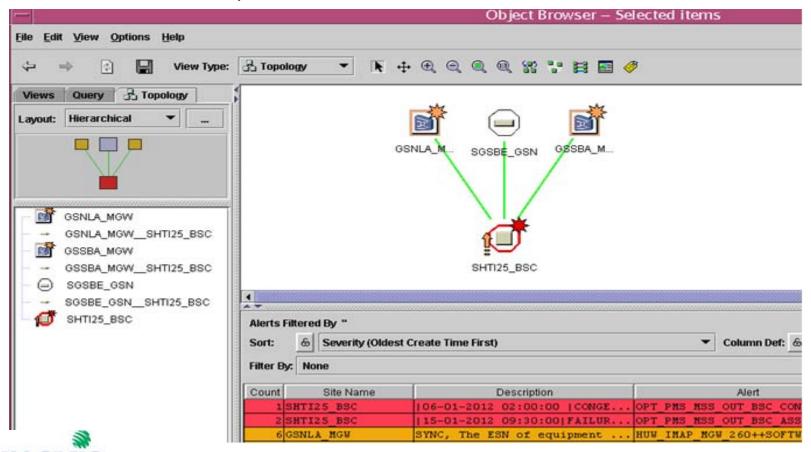
Easily shows how NEs are related to each other





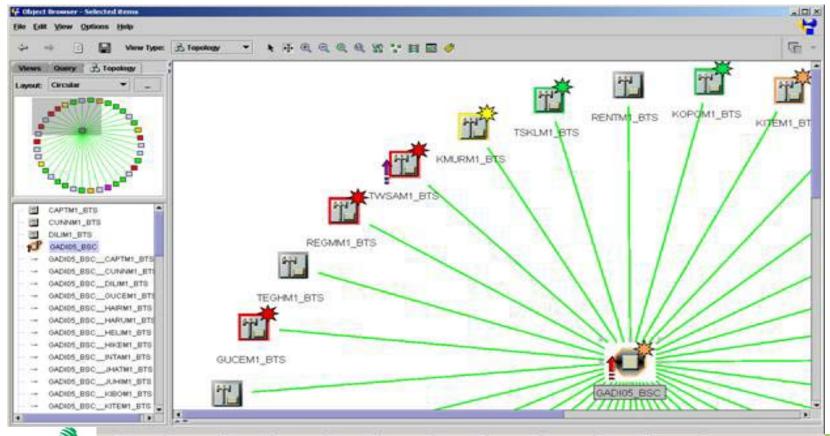


- Easily shows how NEs are related to each other
  - BSC <-> MGW, BSC <-> SGSN



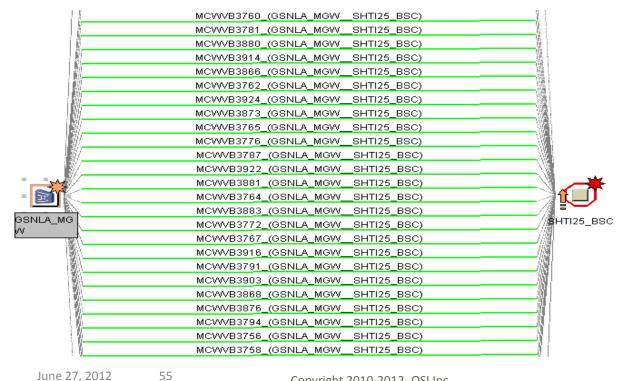


- Operators can see the state of the NEs
  - Alarm severity. Alarm on itself. Propagated alarm.





- Each "link" from Topology View can drill down into multiple E1 circuits.
  - Operators can now easily obtain this info in a single click.

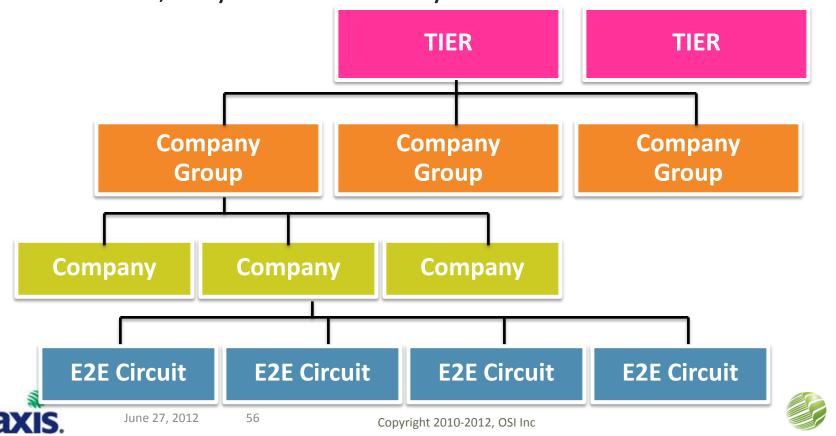




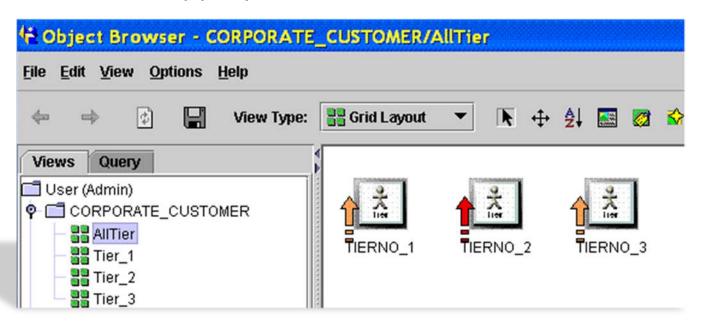


# Rich Object Model Feature - Hierarchical View

- Facilitates top-down monitoring for operators
  - Simplified and summarized view
  - Drill down, only when necessary



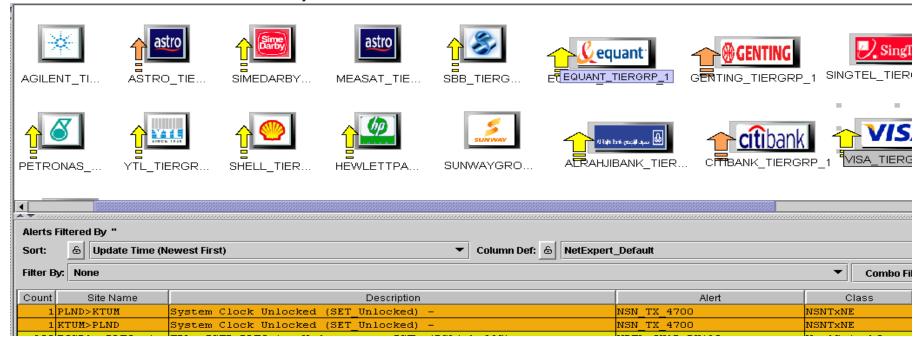
- 1st level (All Tiers of Corporate Customer)
  - Provides a clean summarized view.
  - Operators can easily see the state of each Customer Tier group.
  - Operators can take appropriate action.







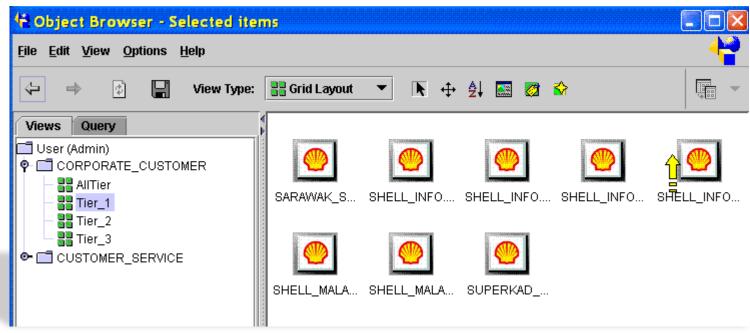
- 2nd level (Tier 1 Corporate Customer Groups)
  - Operators can see the state of each Customer Group.
  - Operators can further drill down on any Customer Group as deemed necessary.







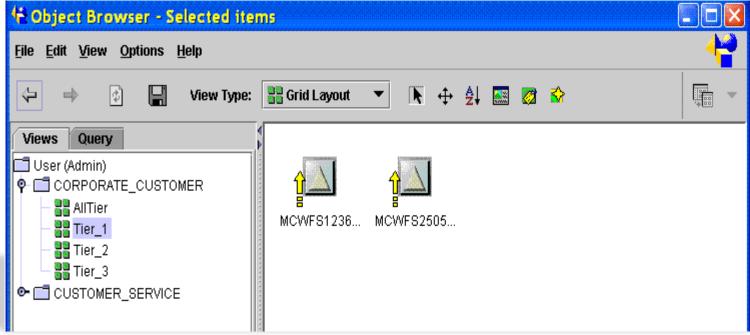
- 3rd level (Sub Companies of 1 Company Group)
  - Only sub companies of the previous Company Group are listed.
  - Operators can easily see which sub company is having problems.







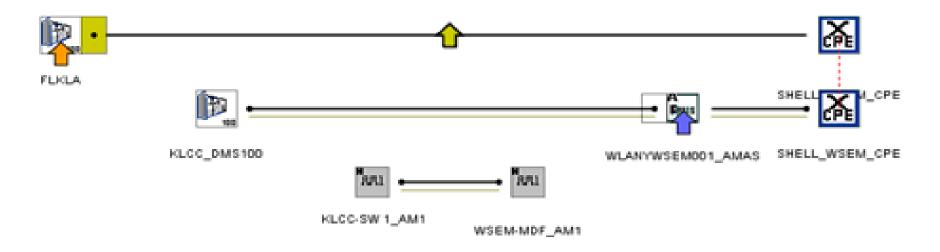
- 4th level (E2E circuits of 1 company)
  - Only circuits related to the company are listed.
  - Operators can see the state of each circuit.
  - Simply select a circuit to view the network diagram (next slide).







- 5th level (Network Diagram of 1 circuit)
  - Operators can easily see the NEs and circuits having alarms.
    - Helps to quickly identify the root cause impacting the customer circuit.

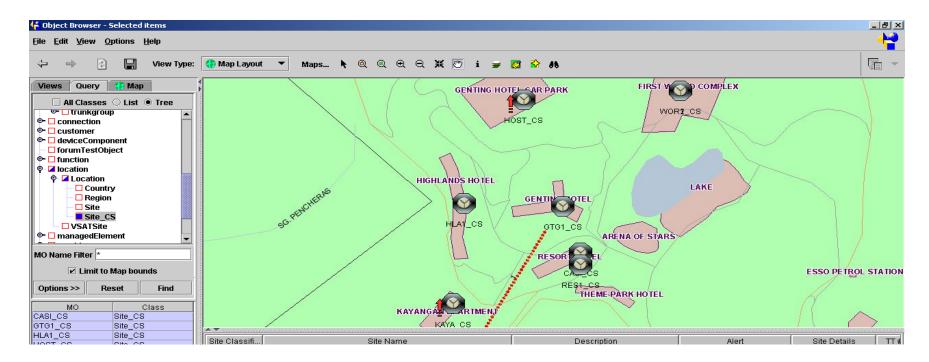






## **Rich Object Modeling Features**

- Mapping of Sites on a geographical map
  - Maxis customer service personnel can quickly verify if a site is having a network problem by searching for a location reported by a call-in customer.









#### **Alert Enrichment Features**

Ability to correlate partial or total site down based on alarm and inventory info

#### Partial site down

<u> </u>								
AMO	Alert Name	Description	Create	C	TT #			
JABAM1_BTS_CS	C_BTSCellDown	2/3 CELLs are failed	19:56:05	1				

#### Total site down

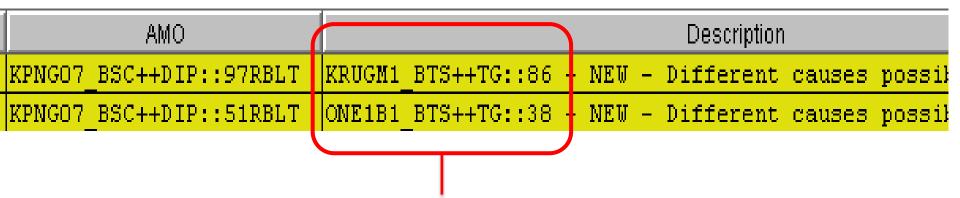
AMO	Alert Name	Description	Create	C	TT #			
JABAM1_BTS_CS	C_BTSSiteDown	3/3 CELLs are failed	19:35:49	1				





#### **Alert Enrichment Features**

Ability to supply additional info of BTS for a BSC alarm



BTS info queried from inventory based on BSC alarm info.

This BTS info is not present in the BSC raw alarm data.





#### **Alert Enrichment Features**

Ability to supply additional info of impacted Corporate Customer

AMOname	Circuit A	Additional Circuits			Service
FCSBA++PDTC::4	TMVTH1WEFOO66_(FN	TMVTH1WEF0066	ASTRO	MEASAT_BROADCAST_NETWOR	FNW/CORPORAT
FCSBA++PDTC::1	MCWFS2766_(CPE)	MCWFS2766	ASTRO	GSM1711_ISD-SYS_OPS	FNU/DATA

Search additional info in inventory based on the affected network interface

Additional info on impacted Corporate Customer





#### **Solution Implementation Team**



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#### **For Additional Information**

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