

# India Service Provider Takes Proactive Steps to Control Costs and Avoid Network Risk



## Aircel Adds Cisco Smart Net Total Care for Greater Inventory Management Efficiency

### EXECUTIVE SUMMARY

#### Aircel

- Chennai, India

#### Business Challenge

- Streamline installed base management
- Control OPEX
- Ensure full network service coverage
- Prevent network risk

#### Network Solution

- Cisco Smart Net Total Care

#### Business Results

- Time savings via greater IT efficiency
- Improved installed base visibility
- Simplified service contract management
- Facilitated network budget planning
- Reduced network risk via proactive network maintenance

Aircel Group is an India-based mobile network operator that provides wireless voice, messaging and data services. The service provider is India's fifth largest mobile service provider with over 60 million subscribers. In addition to its consumer service offerings, it also sells enterprise solutions for both voice and video through its Aircel Business Solutions (ABS) subsidiary. The company was among the earliest providers to offer 3G services to its customers to provide premium Internet access solutions to facilitate data intensive live streaming applications.

Aircel has positioned itself in the market as a data-led telecom player with a focus on young Indians. One way it's reaching this audience is by leveraging the multi-functionality of mobile phones in several innovative ways, which are industry firsts: These include Aircel Pocket Internet, the first social networking mobile INQ, and Aircel Apollo Mobile Health Care -- plus the service provider was the first telecom player to introduce Facebook voice updates on its network.

Aircel's commitment to provide the best and the most innovative products and services to its customers is an ongoing effort in a highly competitive, price sensitive India telecommunications market susceptible to subscriber churn. To be successful requires not only a robust network, but consistent and reliable service delivery to help maintain customer loyalty.

### Business Challenge

Operating in a constantly changing competitive environment demands that Aircel's Enterprise Organization (ABS) operates both lean and fast. Cost and time pressures are simply a fact of business life. However, these pressures can't be allowed to create network risk.

That's a key reason why Aircel wanted to explore a better way to manage their installed base (IB) of network equipment. Despite due diligence by their operations team, the service provider's manual inventory management methodology required too much time -- and too often it delivered inaccurate results. Service contract details were often missing and tracking of device information was difficult when relying on Excel spreadsheets alone. It needed a more efficient way to contain its operational costs in the face of increased business pressures, while gaining greater control of its network equipment.



“Cisco Smart Net Total Care is helping us gain control of our IB management process in ways never before possible. We now have greater visibility into our network inventory, which helps us ensure proper service coverage, avoid potential problems before they occur, and simplify our contract management process. And we’re able to save considerable time while doing all of these things and more.”

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Anant Chakole, General Manager, Aircel

Already a Cisco SMARTnet customer, Aircel recognized the value the service provided in helping them react to an issue when it happened. In order to enable them to take action before a problem occurs, the company wanted a way to gain more visibility into their network to proactively address potential issues and prevent network disruption.

### Network Solution: One Installed Base Management Process Results in Many Benefits

Cisco recognized Aircel’s installed base management challenges. Fortunately it had a way to help the service provider meet them: Cisco Smart Net Total Care. Smart Net Total Care provides a single installed base management solution, offering foundational technical support services along with automated, software-enabled capabilities including service contract management, device diagnostics, and network inventory analysis, -- plus security and other alert notifications for Cisco products. Using its ability for detailed discovery of Cisco network devices, Smart Net Total Care offers actionable intelligence and proactive support capabilities that can reduce operating costs and minimize downtime.

When contrasted with Cisco SMARTnet service, Smart Net Total Care offered three additional capabilities important to Aircel:

1. An automated software foundation for managing its installed base;
2. Insights on service coverage for improved service contract management;
3. Easy access to device alerts to address potential problems before they happened.

Aircel quickly saw the opportunity to gain better control of its inventory using Smart Net Total Care. Deployment of the solution was easy just by deploying a collector in their network to assist in device discovery.

With Smart Net Total Care now installed, the service provider has rapidly moved away from the cumbersome way of managing its inventory of more than 400 pieces of equipment spread across numerous locations with spreadsheets, and evolved to a true device lifecycle management process.

The Smart Net Total Care portal, a powerful online tool, is used frequently by Aircel to check on the status of devices. End of Life (EoL) and End of Service (EoS) alerts are easily viewed and managed, along with other Field notifications and Product Security Incident Response Team (PSIRT) alerts from Cisco. With Smart Net Total Care’s advanced reporting capabilities, Aircel has a strategic vantage point to assess its network health. Up-to-date reports can be easily downloaded into Excel or PDF formats for quick analysis; action can then be taken by the operations team to avoid potential problems.

## Business Results: Network Insights Improve Return on Network Investments

If the expression “time is money” holds true, then Smart Net Total Care’s demonstrated ability to save Aircel’s operations team valuable time in managing their network operations is translating into cost savings as well.

Everything begins with the Smart Net Total Care portal, which provides Aircel with easy access to highly detailed information on each network device, including contract status and possible product alerts. Timely, validated information means less time is spent troubleshooting issues and, when detected, they are resolved more quickly. Aircel’s Operations team resources that were previously used to administrate problems can now be reallocated to more strategic operational tasks.

Finally, with access to accurate, information on notifications such as EoL or EoS announcements, managing budgets is much easier. Device alerts give Aircel a clear look at hardware that needs to be refreshed, as well as where service coverage needs to be added. In both cases, the increased visibility provided by Smart Net Total Care helps the service provider mitigate network risks and control costs.

### For More Information

To find out more about Cisco Smart Net Total Care, go to:  
[www.cisco.com/go/total](http://www.cisco.com/go/total)

To learn more about Aircel, please visit:  
[http://www.aircel.com/AircelWar/appmanager/aircel/delhi?\\_nfpb=true&\\_pageLabel=pages\\_home](http://www.aircel.com/AircelWar/appmanager/aircel/delhi?_nfpb=true&_pageLabel=pages_home)



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