

## Service Provider Cuts Management Cost and Risk



Cisco Prime Network helps GO plc support high-end mobile devices with improved end-to-end quality of service.

### EXECUTIVE SUMMARY

**Customer Name:** GO plc  
**Industry:** Telecom  
**Location:** Malta  
**Company Size:** 900 employees

#### BUSINESS IMPACT

- Provides end-to-end network management
- Reduces costs and risks
- Helps improve quality of service

### Business Challenge

GO plc, Malta's first quadruple play operator, is a truly converged and integrated telecommunications company, offering fixed-line and mobile telephony, broadband Internet services, digital and IP television, and business-related services for roaming hubs, data networking, business IP, and managed and colocation facilities. A mobile-market leader since 2000, GO wanted to upgrade its mobile access network throughout the Maltese islands, replacing its legacy 2G and 3G systems with a high-capacity mobile network capable of meeting the growing mobile broadband needs of the local market.

The tremendous influx of smartphones and high-end devices requiring increased bandwidth capacity and higher data speeds drove GO's legacy infrastructure, the radio access network (RAN) backhaul, to approach the limits of its functionality. Moreover, GO's existing mobile backhaul network management tools lacked the features necessary to help ensure the quality of service expected by GO's customers.

GO opted to build a new IP RAN that would provide high-speed access within a highly available design, and to accomplish this, the company needed the right platform to manage and monitor the new network elements.

### Solution and Results

GO selected Cisco Prime™ Network, which provides fault, device image, and inventory management; reporting; and configuration archiving for the IP elements of the IP RAN network.

In selecting Cisco, GO carefully analyzed the lifetime operating costs of its infrastructure and the risks related to its choice of vendors. Cisco Advanced Services demonstrated how Cisco® Prime Network, as part of a network-build strategy, could help GO reduce IP network operating costs and risks.

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Cisco Advanced Services, along with implementation partner Nokia Siemens Networks (NSN), which supplied Cisco equipment and integration services, provided implementation expertise along with the knowledge GO's network team needed to use Cisco Prime Network effectively.

GO plans to use Cisco Prime Network to automate some device component configuration processes and provide network event information to other network management platforms used within GO. GO also plans to extend the coverage of Cisco Prime Network to all main elements of its Cisco IP network, including the core and access devices, to achieve increased operational excellence throughout GO's device component configuration and operational processes.

“Cisco clearly demonstrated how it could help us reduce IP network operating costs and risks, as well as significantly improve the end-to-end quality of service. The features of Cisco Prime Network and its ability to achieve end-to-end management were key elements in our decision.”

— Kelvin Camenzuli, Chief Technical Officer, GO plc

### Partner

GO and Cisco Advanced Services worked with Nokia Siemens Networks (NSN), which provided comprehensive support for the entire IP RAN project.

### Call to Action

To find out more about Cisco Prime Network go to: <http://www.cisco.com/go/primenetwork>.



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