

ciena

Routing analytics and performance management software from Blue Planet

Quick start guide

Westcon 

Key network market trends: growth, growth, and more growth

5G, IoT, cloud connectivity, and other high-bandwidth and low-latency apps are generating huge volumes of traffic and driving enterprises and service providers to make major investments in Layer 0 to 3 network infrastructure.

Networks are getting bigger (there will be an estimated

41.6 billion

connected IoT devices in 2025)¹

Traffic is growing by

46% annually²

Annual worldwide spending on IP/MPLS routers exceeds

\$15 billion/year³

This growth is driving major new revenue opportunities in the area of network monitoring and optimisation software—especially as networks become larger, more complex, and more distributed

¹Source: IDC Forecast Worldwide Global DataSphere IoT Device and Data Forecast, 2019–2023

²Source: Global mobile data traffic from 2017 to 2022, Statista

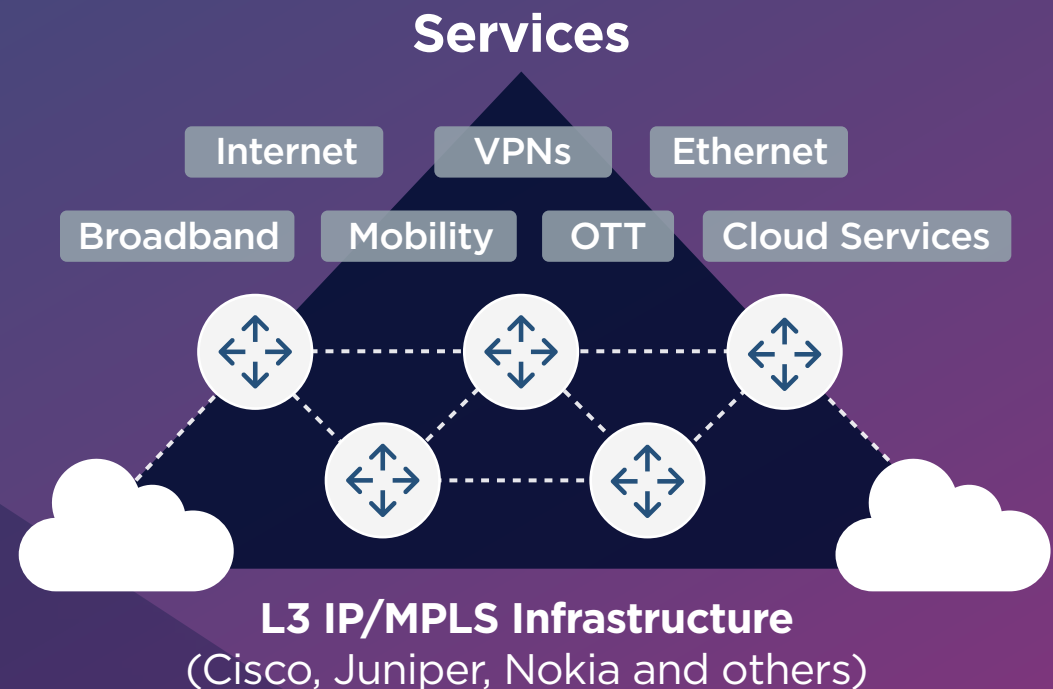
³Source: IDC Ethernet Switch and Router Forecast, 2019

Who needs network monitoring and optimisation software?

Large enterprises – including utilities and financial institutions, communication service providers, cloud, and content providers – run IP/MPLS networks to support their business-critical services. They require solutions for analysing and assuring the services running over these networks.

Companies need a routing analytics and performance management solution if they:

- Need to assure performance of critical business services
- Are interested in shortening trouble-to-resolve times for service delivery issues
- Require more comprehensive, path-aware visibility into their IP/MPLS networks
- Want to reduce the impact of planned and unplanned network changes
- Need the ability to optimise their network



Fill the visibility gap

Unleash the power of network-wide route analytics

Blue Planet® Route Optimisation and Analysis (ROA) is a pure software solution that integrates with the IP/MPLS control plane to provide real-time, path-aware routing performance management and network analytics.

ROA key benefits



Service assurance

ROA enables monitoring and reporting on performance for critical business services.



Mitigation of risks from change

ROA provides visibility into the network before, during, and after network changes so your customers can proactively prepare for and lessen the effects of any changes to the network.



Simplified troubleshooting

ROA helps to resolve tickets faster, reduce number of tickets, minimise no-trouble-found tickets, and avoid SLA penalties and costly network outages.

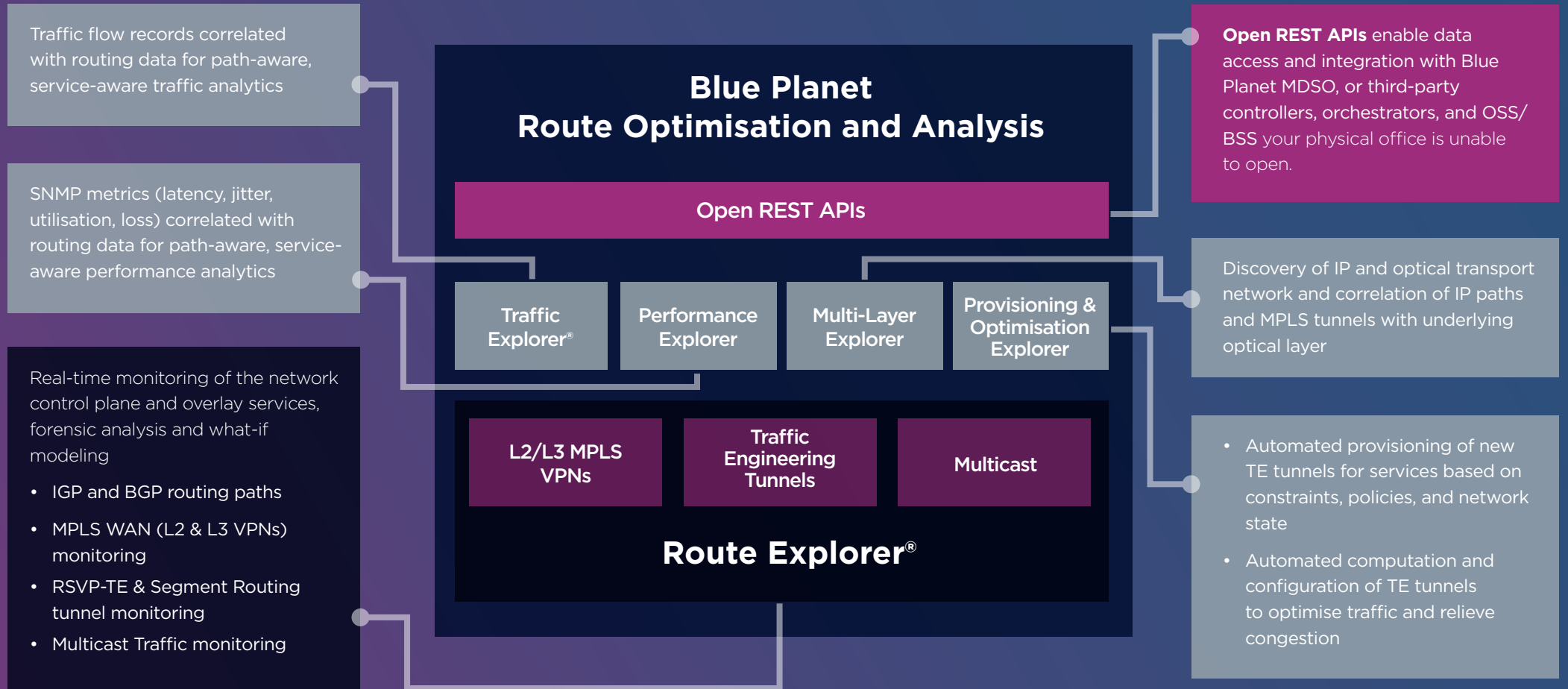


Optimisation of network to lower OPEX and CAPEX

ROA helps maintain optimum network configurations and BGP peering relationships.

By having greater visibility into the network, managing complex networks is less risky, which allows your customer to optimise their existing CAPEX investment.

ROA components



Comparison with conventional monitoring solutions

Your enterprise and service provider customers need solutions that can help them monitor, troubleshoot, fault-fix, and optimise their large, dynamic IP/MPLS networks cost-effectively.

Compared to Blue Planet ROA software, conventional and OEM solutions have several key limitations, and are incapable of:



Providing real-time visibility into routing paths across the network



Showing how routing errors and misconfigurations impact service delivery



Monitoring traffic flows across service provider and customer networks and overlaying them on the routing path to give a comprehensive view



Correlating routing events with performance metrics of network services to assure service performance



Computing and provisioning transport paths to deploy new services



Providing unified visibility and analysis for multi-vendor, multi-layer networks

All this means that conventional network monitoring tools are limited when it comes to understanding the real-time state and performance of IP/MPLS networks

Examples of ROA success stories

ROA is delivering compelling benefits for service providers and enterprises – all real-world use cases that you can reference to support your sales process:

One customer has reduced time-to-triage trouble tickets by 40%,

saving
NOC hours
per month

1,800



Another customer doubled revenue-generating services and **grew subscribers by**

without
adding
resources

46%



A wireless operator has increased VPNs and tunnels from 7,200 to 18,000, while

reducing change-related issues by

30%



An internet and telecom provider reduced the time needed to generate capacity planning reports

from weeks to hours



A carrier **cut its SLA payouts by**

37%

using reports that prove when customers' network changes cause service delivery issues



Case study - Utility (REN*: Portugal)

Current Situation

- Member of the European Network of Transmission System Operators (TSO) for Electricity (ENTSO-E)
- Used for telecontrol to exchange information between the TSOs
- Approx. 700 routers (Cisco)
- There are no TE tunnels currently in the network; under future consideration

Solution

- Route Explorer was introduced showing routed paths
- Quickly identify the root cause of real-time and past issues with guided workflows
- NOC could quickly identify any asymmetrical and blackhole routes
- IP SLA test metrics correlated with path showing the effect of routing on network service latency

Challenges

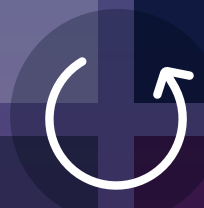
Criticality of the electric grid and the need for reliable service delivery

- NOC has SNMP access to the routers but lacks visibility into router control plane, which can reduce productivity
- Help troubleshoot problems faster
- Optimise network utilisation and ensure the lowest-latency network paths are used
- Reduce the risk of service interruptions caused by maintenance

Results

ROA identified the following issues:

- A service path changed due to a link failure. While traffic was re-routed successfully, the new path was three hops instead of one, introducing additional latency
- Local Pref settings were incorrect for some L3 VPN prefixes, resulting in them following the secondary, not primary, path
- Three flapping L3 VPN prefixes were identified and rectified, thereby improving performance



Case study - Tier 1 Bank

Goal

Eliminate all internet banking outages and improve public relations



Challenge

National bank management issued a mandate that e-banking should never go down. All threats to availability must be detected and isolated immediately to prevent future outage incidents.



Solution

By implementing ROA it was discovered that the many outages were caused by human error, so ROA was then set up to provide alerts that are triggered whenever there is a critical services change

Outcome



99.9%
Uptime



Having no more outages has improved the bank's public relations with its customers

Thanks to ROA this Tier 1 bank gained the ability to:

- Monitor and be alerted to abnormal routing events or route leaks in real time
- Troubleshoot hard-to-find routing issues faster for improved customer service
- Avoid unexpected service disruptions from network maintenance
- Improve network redundancy and resiliency

Why sell ROA: benefits



Generate significant direct revenues from ROA based on a light-touch sales process

Fill a pressing market need for real-time monitoring and route optimisation in dynamic IP/MPLS networks.

Direct revenue-generation opportunities from selling ROA include:

- High average deal size
- Up to 85% conversion rates from PoC to signed contract
- Ongoing revenues from license renewals



Generate future revenue opportunities based on additional licenses, solution sales, and services

Open the door to a wide array of future sales and revenue opportunities.

Additional revenue opportunities related to an initial sale of ROA include, but are not limited to:

- Sales of complementary routing and traffic visualisation software
- License sales for multi-domain orchestration software (Layers 0 to 3)
- License sales for network health analytics software
- Additional services revenues based on deployment and integration of new SDN capabilities in customer networks



Maximise customer loyalty and lifetime value

Help your customers to lay the foundation for an automated, self-aware, future-ready network.

This positions you as a value-added partner and helps you benefit from:

- Longer, more profitable customer relationships, with less risk of churn and competitive disruption
- Ongoing revenue opportunities related to SDN network transformation across hardware, software, and services

If you are selling solutions from these vendors today ...



then find out how you can complement your sales with BluePlanet.

About Blue Planet

Blue Planet is a division of Ciena that develops and delivers intelligent automation software solutions. Blue Planet software helps network operators automate and optimise their business processes to improve agility and reduce costs.

Open and standards-based software, Blue Planet works with vendors' networking hardware and leverages open REST APIs to streamline integration with third-party software systems.

The award-winning Blue Planet portfolio has been deployed by leading service providers and enterprises worldwide.



Access additional online resources about Blue Planet ROA:

> [ROA video introduction](#)

> [ROA product page](#)

> [Ciena page on Westcon website](#)

Our dedicated team is ready to answer any questions about the product and partnership opportunities.

For demos, questions and partnership enquiries, please complete the form and we will get back to you shortly.

> [Ciena request form](#)

Westcon-Comstor is a global technology distributor with annual revenues that exceed US\$3 billion. Operating in more than 70 countries, it delivers business value and opportunity by connecting the world's leading IT vendors with a channel of technology resellers, systems integrators and service providers.

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Our value to partners

We help partners realise their potential. We are passionate about delivering business success and growth. This drives what we do.

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