2021
Launch of 5G Standalone Service Assurance

2019
Launch of 5G Service Assurance Solutions

2016
Real-Time Anomaly Detection & Anritsu vProbe

2012
Enhanced Customer Experience Analytics

2005
Anritsu acquire Nettest Service Assurance

1931
Anritsu Electric Corp. setup in Japan

1895
Sekisan-sha, Anritsu's predecessor, is founded

OUR HISTORY

Anritsu
Advancing beyond

ANRITSU CORPORATION

Anritsu was founded in Japan in 1895. From the beginning, Anritsu focused on wireless and wireline innovations. We built a reputation for quality and going the extra mile for our customers. Anritsu's guiding philosophy is to keep 'measurement' as our core competence. Anritsu Service Assurance adopts this philosophy, the 'Anritsu Way'.

ANRITSU SERVICE ASSURANCE

Anritsu Service Assurance is a division of Anritsu Corporation, offering solutions to communication service providers. Anritsu has worked in the Service Assurance market for 20 years.

We specialize in networks and services utilizing our deep domain expertise to deliver an optimal experience for our clients and their subscribers. We aim to help all teams run efficiently, quickly, and with complete visibility across all technologies and services.

Anritsu Service Assurance believes in forging long-term partnerships with our customers. We help them assure their network, understand their services, and enhance customer experience, allowing them to 'Be in the Moment' with their subscribers.

We make it easier to find and act on subscriber and network issues. We have created end-to-end virtualized solutions to support operators worldwide on their cloud-native journey. Where Anritsu measures, Anritsu Service Assurance goes beyond to monitor and assure telecom networks.

BE 5G
READY

Anritsu Service Assurance is ready for 5G.

Anritsu has been preparing for 5G for five years. 5G networks can be rolled out as Non-Standalone (NSA) and Standalone (SA) offerings depending on the architecture needs. Our SW-driven probing is optimized for cloud-native infrastructure. We monitor all 5G interfaces, and network functions on the new SBI (Service-Based Interface). Our workflows, drilldowns, and ladder diagrams are 5G-ready, helping you troubleshoot this new technology. Our real-time anomaly detection algorithms detect subscriber and network issues on 5G.

Service Assurance is even more critical than ever with the advent of 5G. 5G brings an innovative software-driven, service-based, and cloud native approach. In addition, decoupled logical, virtual, and physical layers, network slices, and new devices with differing quality of service (QoS) expectations bring increased complexity and makes visibility harder on 5G. We manage this complexity so that operators maintain the full visibility to deliver their subscribers the expected experience.

We partner with operators to understand their new challenges and help them on their transformational journey. Private networks, network slicing, and multi-access edge computing (MEC) are coming. Flexibility is required to deliver the benefits of this digital transformation. We collaborate with our customers to test, trial, and deploy their 5G assurance solutions for the network of tomorrow.

We help operators do more with less. We focus on using existing operational resources efficiently. In 5G, specifically for 5G SA, automation is the key to handling the additional workload of new technologies and logical networks. To maintain the same high quality while controlling operational costs, operators must adapt their approach, systems, and processes. Anritsu Service Assurance can help operators with their automation journey to be ready for the 5G era.

OUR EXPERTISE

Automated Assurance

Monitor networks, analyze performance, and troubleshoot with drilldowns

Anritsu's probing and troubleshooting solutions are massively scalable and cost-effective for all networks.

We provide end-to-end monitoring, insight, and troubleshooting of customer experience and network traffic with KPIs, detailed call-flow troubleshooting, real-time dashboards, analytics, and reporting. It assures 5G networks, virtualized and cloud native, alongside 2G to 4G networks.

Augmented Analytics

Analytics, AI, ML, and deep learning for real-time operational efficiency

Our augmented analytics solutions operate in both the real time and non-real time domains. We detect network and service anomalies impacting subscribers just seconds after they occur and we provide an automatic root cause analysis so that operators can act immediately to solve issues.

We enable CSPs to detect unknown business issues before they become critical, providing valuable insights that previously could have gone undetected.

Digital Transformation

Smarter insights & automated, integrated actions for customers & networks

Anritsu can offer our customers a clear path to digital transformation. Our ability to detect real-time subscriber-affecting issues and to fast track the resolution process gives operators the ability to automate operations.

This results in faster MTTR, fewer customer care tickets, and improved customer experience. Our intelligent analytics can feed policy engines to close the loop for operational and business needs.

OUR SOLUTIONS

Work Smarter

Task-orientated and time-saving workflows created for technical teams. Troubleshooting new technologies like 5G is a simple extension of current capabilities.

Operators can monitor the network, assure customer experience, drill into call-flow details, and down to the captured packet data in one integrated workflow.

Fix Problems Faster

Real-time anomaly detection automatically finds problems on the network and is the quickest way to find and fix subscriber and network issues.

Proven time savings of >25% in resolving issues means issues close faster.

Manage Complexity with Automation

Some problems repeat again and again though in slightly different ways.

Effective automation means customers see >30% fewer calls to Customer Care.

Fixes are applied before most subscribers are even aware of an issue.

PRODUCT OVERVIEW

∞Mind 〰️
- Real-Time Multi-Algorithmic Anomaly Detection using Machine Learning
- Automated Root Cause Analysis and Drilldowns
- AI-Enhanced Workflows and Efficiencies

∞Sight
- High-Speed Analytics and Visualizations
- 360° View of Network, Service and Subscriber Experience
- Multi-Dimensional Insights

∞Live
- Real-time Dashboarding for Monitoring and Managing Network KPIs
- Investigation of Root Cause via Workflow Drilldown to Packet Data
- Performance Monitoring and Alarming on the Network, Subscriber Groups, and Services

SOLUTION ARCHITECTURE

Stakeholders

Network Operations	Service Operations	CTO/CXO	Customer Care	Customer Experience

Smart Network Solutions

5G SA Network Assurance	Network Monitoring & Troubleshooting	Customer Experience Analytics	AI-ML Automation	Customer Care Network Assurance	Roaming Network Assurance

Smart Apps

∞Mind 〰️ ∞Search 🔍 ∞Care ♡ ∞Smart ？ ∞Live ∞Sight

Service Assurance Platform

Mediation & Streaming	Data Acquisition & Probing		External Data Sources

Closed-Loop Actions & Automation

Network Data