Company Overview

Netrounds actively verifies that each provisioned service works when delivered and continues to work throughout its lifetime.

TESTIMONIALS FROM OUR 250+ CUSTOMERS

Integrating the Netrounds active testing and monitoring component with a proven orchestration system will allow increased agility for faster delivery of assured services and to take advantage of new business opportunities more quickly. Automatically verifying delivery of service quality as expected by customers will be of critical importance for staying competitive today and in the dynamic, software-defined environment of tomorrow.

Setting up tests is easy and fast, and enables us to quickly correct any possible faults that can otherwise be very time-consuming to troubleshoot.

Patrick Waldemar
Vice President and Head of Technology at Telenor Research

Jomar Asphjell
Chief Technical Officer

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WHY NETROUNDS?  PROBLEM AREAS WITH TEST AND ASSURANCE TODAY

1 Problem #1: Service activation testing is neglected
- No service activation testing is done at the time of delivery or when a service is updated. Alternatively, only basic testing is done.
- Test coverage is incomplete and does not take into account the key performance metrics that matter most for the customer.

Consequences
- Services are not delivered right the first time and customers are the first to spot problems.
- Updates to service configurations cause malfunctions.
- Considerable field engineering efforts are required to fix what is broken.

Solution
Introduce service activation testing and integrate automated tests into the service delivery process.

2 Problem #2: There is a gap between fulfillment and assurance
- Assurance procedures are added as an afterthought once the delivery is completed, with a limited understanding of what was delivered.
- When an existing service is updated, assurance systems are not properly notified.

Consequences
- The resulting business process is fragmented and siloed, and it becomes impossible to automate.
- Service updates cause malfunctions and field efforts will again be needed.

Solution
Embrace DevOps methods that integrate service testing with development, and make sure that service changes are automatically reflected in assurance systems and platforms.

3 Problem #3: Infrastructure-centric assurance
- Service KPIs are inferred from generic, passive device-layer counters or other data sources only loosely related to the service.

Consequences
- Service KPIs primarily reflect how devices behave and show little or no correlation to actual customer experience.

Solution
Use active testing and service quality monitoring, sending and receiving real-world traffic, to produce actionable KPIs that reflect true customer perceptions.

NETROUNDS SOLUTION AREAS

IP Core & Mobile Backhaul Performance
- UDP and TCP throughput
- Packet loss
- One-way delay and jitter
- Ethernet service activation tests
- QoS configuration tests

Dynamic & Managed VPN Services
- HTTP response times
- Service performance
- Service prioritization
- TCP/UDP port availability
- Network performance

Digital TV & Voice Transport
- MPEG transport stream monitoring (ETSI TR 101290)
- OTT video (download rate, rebuffering events, rate adaption)
- Voice scoring using active SIP RTP traffic
- SIP call setup performance

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**NETROUNDS VALUE PROPOSITION**

- **Improve Operating Margins**
- **Automate Manual Tasks**
- **Improve Customer Experience**
- **Minimize Cost for Test Equipment**

**NETROUNDS VALUE PROPOSITION**

- **Reduce OPEX**
  - by integrating and automating test and measurement activities in the fulfillment and assurance workflows.
- **Reduce CAPEX**
  - by minimizing the cost of test equipment using NFV infrastructure or bare metal hardware.

**OUR STORY**

Netrounds was founded in 2007 to address the complexity and time-consuming nature of rolling out new, quality assured network services that provide an excellent experience for end users and provide a high revenue return for service providers.

Netrounds’ founders envisioned a different future where network professionals can easily have in-depth, end-to-end knowledge of network performance and service quality with the ability to prevent and troubleshoot problems effectively from a remote location over wide network geographies. In addition, they envisioned a solution that would also appeal to the underserved service provider mid market and their premium customers.
THE NETROUNDS DIFFERENTIATORS

Experienced Telecom Professionals
Decades of experience from the telecom and IT industries, including Ericsson, Ascom Network Testing and the major European operator, Telia Company. Operational experience from SaaS and cloud services also reinforces the Netrounds team.

Software-based Solution
Netrounds was conceived as a software company with no hardware legacy and is perfectly suited for virtual, hybrid, or physical networks, providing you with a cost efficient, flexible solution that can scale to meet the growing demands of your network. Our software origins also allow for easy updates and no-hassle installations and deployments.

First Class SDN & NFV Citizen
Netrounds embraces collaboration with all major SDN and NFV players through our programmable APIs that integrate and automate test, measurement and assurance activities with your network and NFV orchestrators, achieving operational cost savings and improving revenue margins.

Fast, Agile and Innovative
Netrounds’ culture has fostered a fantastic team of skilled engineers and telecom veterans who are forward thinking and ready to tackle the challenges of tomorrow’s network environments.

CUSTOMERS
More than 270 network operators, enterprises, and consultants worldwide use Netrounds to deliver a first class end user experience to their customers. Netrounds is available as a hosted SaaS solution or delivered on-premise for NFV deployments.

INDUSTRY STANDARDIZATION EFFORTS AND RESEARCH PROJECTS

Active in numerous standardization efforts, Netrounds is passionate about ensuring interoperability for the advancement of next-generation, virtualized networks. Netrounds led the collaboration efforts of Orange, Cisco, Intel and Telco Systems for the Orchestrated Assurance ETSI PoC #36. For more on Orchestrated Assurance, please visit www.netrounds.com/orchestrated-assurance.

Netrounds also believes in the importance of participating in research projects and proofs of concept focused on improving customer quality of experience. Netrounds is currently active in several IoT and smart city PoCs and innovative research projects, including SENDATE, a European research project whose goal is to develop new application scenarios for our digital society.

PARTNERS
Netrounds’ vast partner ecosystem includes industry-leading vendors from across the telecommunications, NFV and OSS landscapes.

A Selection Of Our Customers, Partners And Collaborators

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