

# Everest helps Airtel to spread more delight through CINEMA

## THE CHALLENGE

As one of India's largest Internet Service Provider, Airtel constantly looks to increase its competitive advantage by providing a premium service to its customers. Digital media customers have a application level monitoring system that is not capable of monitoring the hardware infrastructure. The digital media provider depends on Airtel's steady and continuous service for an uninterrupted movie experience. To ensure that their services are running seamlessly at all times, Airtel was looking for a centralized fault and performance monitoring system.

Airtel wanted a system that is rich in features, easy-to-setup, flexible and can monitor their devices and connections adequately enabling them to provide a service that is reliable, and functions with the minimum amount of downtime. Airtel was impressed with the additional monitoring options that Everest offered, which provided them an edge over the other service providers.

## Everest's Real Time Monitoring Enables An Uninterrupted Movie Experience

Bharti Airtel Limited is an Indian global telecommunications services company headquartered in New Delhi, India. It operates in 20 countries across South Asia, Africa, and the Channel Islands.

Airtel provides GSM, 3G and 4G LTE mobile services, fixed line broadband and voice services depending upon the country of operation. It is the largest mobile network operator in India and the third largest in the world with a 325 million subscribers.

Movies have become a preferred and fun way for people today to spend their leisure time, so digital media providers need to be able to provide a fast, efficient and uninterrupted service.



## THE SOLUTION

Everest monitors **200+** VSAT connections & devices on Airtel sites and **1000+** devices on digital media provider sites across **87** location in India. Apart from this Everest also offers a range of monitoring options to the digital media provider that include projector stats, power flow into the lamp, audio system, device health, server health, and disk utilization. Monitoring these parameters gives insight into information like lamp lifetime, temperature of the lamp, power state of the projector, performance and efficiency of the projector, available disk space, availability of audio system, helping the digital media provider to avoid unplanned downtime.

The system is also integrated with our Service Desk for incident management. Integration with our service desk enables automatic ticket creation on alert generation and sends out an email or SMS based notification to the designated operator. Airtel can also define SLA and escalation rules for each incident. Self service logins are also available for creation and tracking of incidents.

## THE PAYOFF

### For Airtel

- Minimal or No Business Downtime
- Immediate Notification to Operator on Alarm Generation
- 24 X 7 Monitoring and Response
- Monitoring and Ticket raising through a Single Unified Dashboard
- Free-flowing Data Connectivity for Customers
- A significant increase in Customer Satisfaction and New Businesses

### For Airtel Digital Media Customers

- Uninterrupted Delivery of Movie Experience
- Hassle-free, Reliable and Robust Services Experience from Airtel
- Lessened Workload for Operations
- Complete Onsite and Offsite Support

## Technology at Work

### Software

Everest IMS

Everest Service Desk

### Services

Everest Support

Everest Training

*Everest is a Unified IT Infrastructure Management Solution that helps Simplify Network & Systems Management by Monitoring, Managing and Optimizing System Performance and Availability across Heterogeneous IT Environments. Everest is enterprise-Proven and ensures smooth running data-centers both on-premise as well as on cloud.*