Executive summary

Magenta Telekom selected MYCOM OSI's Assurance Cloud Service™ SaaS offering, wholly managed and maintained by MYCOM OSI and operating on Amazon Web Services (AWS), to replace a number of existing, on-premises domain-specific assurance systems with a single cross-domain, end to end assurance capability in the cloud. As well as supporting a range of advanced performance management use cases initially, this also provides the foundations on which future service assurance applications such as digital Service Quality Management (SQM) can be realized.

The deployment is a migration from Magenta Telekom's on-premises implementation of MYCOM OSI's performance management product, PrOptima™, and leverages AWS' Workload Migration Program (WMP) to ensure a seamless and rapid migration into the AWS cloud: unlocking an improved TCO position; pivoting towards real-time data analytics and streaming support; and consolidating all mobile and fixed network performance management capabilities into an advanced, unified SaaS platform that is ready to scale.

Magenta: a rapid-growth operator with innovation at its core

Magenta Telekom is today rapidly expanding its 5G coverage in Austria, while also going to market with unique new converged offerings such as converged Home Office solutions for its business customers and converged mobile, fixed internet and streaming TV services for consumers, following the completion of the integration of UPC Austria - the cable provider that it acquired in 2018 - into its portfolio of offerings in 2019.
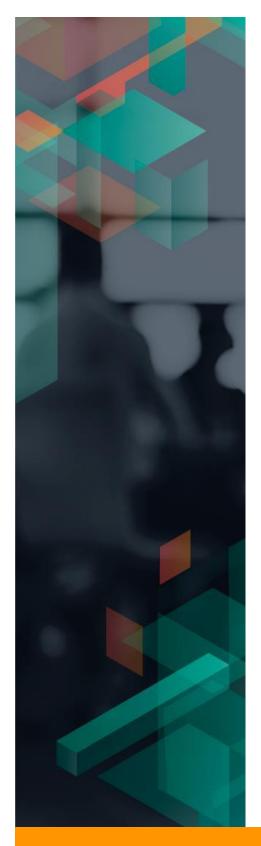
A clear business case for migrating to the cloud

Recognizing the critical importance of consistent, carrier-grade services across Magenta Telekom's converged offerings and into the 5G era, MYCOM OSI's world-first cloud service assurance platform on AWS was the clear choice to support a period of rapid innovation. Magenta Telekom saw the unique advantages of migrating to the Assurance Cloud Service™, with on-demand feature activation, high availability, scalability and containerized microservices that support DevOps with a modern CI/CD approach to updates. In aggregate this delivers rapid TCO savings, with clear business benefits, avoiding on-premises IT refresh investments, decommissioning legacy IT systems, and enhancing business agility, operational resilience, and workforce productivity.

About Magenta

Owned by Deutsche Telekom; Magenta Telekom, the Austrian mobile and fixed network operator is one of Europe's first operators to launch 5G services, and today provides both mobile and fixed services to more than 5 million consumer and enterprise customers.

Magenta Telekom has achieved rapid revenue growth with a unique portfolio including converged fixed and mobile connectivity services.

A long-term partnership for value creation

Adopting a partnership approach to co-innovation, MYCOM OSI, AWS and Magenta Telekom are working together to deploy targeted mobile and cable network performance analytics solutions that deliver specific benefits, in the form of readiness for real-time edge processing, ML-augmented workloads, and data-lake integration. Working together to identify the critical use cases with maximum benefit in the specific context of Magenta Telekom's unique requirements; the operational advantages of SaaS are clearly demonstrated: enhanced business agility and responsiveness to value creation opportunities as they arise.

Equipped to embrace the future and grow through innovation

Migration to the Assurance Cloud Service™ has enabled Magenta Telekom to prepare for the ever-increasing demands on the advanced Digital Services Provider (DSP) in the 5G era.

1. **Ready for AI/ML driven automation** | 5G is driving up CapEx and OpEx by introducing yet more complexity. Automation is today a requirement of critical business importance. The scale of the AWS cloud unlocks the potential for advanced AI/ML automation use cases, using the resources that are needed for analytics workloads, only when they are needed.
2. **Ready for programmable networks** | CSPs today realize that their OSS systems must be flexible and capable of supporting multi-party co-innovation of carrier-grade services. The Assurance Cloud Service™ is supported by a CI/CD pipeline and modern DevOps enabling tools; guarantees system performance under high usage scenarios; and enables real-time feature activation.
3. **Building a 'Cloud NOC' for the cloudified network** | The pace of adoption of the cloud, including for mission-critical OSS applications such as MYCOM OSI's, is growing, as CSPs realize the step-change in efficiency achieved from infrastructure elasticity, 99.99% system availability, open API-based integrations and much faster innovation, with a fully containerized, micro-services-based application architecture.

About MYCOM OSI
MYCOM OSI, the Assurance Cloud Company™, provides service assurance to the world's largest Tier 1 telco operators. Its Assurance Cloud Service™ (ACS) SaaS software visualizes, automates, and optimizes network and service quality across hybrid telco and IT networks by integrating real time assurance with closed loop automation and analytics driven by AI/ML.

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The Assurance Cloud Company™