Insights Service

The analytics world

Analytics is gaining interest in the modern marketplace due to advances in supporting technologies such as big data, machine learning, and Artificial Intelligence (AI). To keep up with the changing network environment, businesses must have network analysis tools in place. As networks become more complex—with rapidly increasing numbers of connected devices, users, and applications, network providers are looking to leverage analytics to maximize their operational efficiency and business productivity.

Insights Service

Harness the power of analytics to make better decisions about your network, faster.

Ciena's Insights Service provides analytics capabilities in a cloud-hosted, Software-as-a-Service model for customers who need enhanced visibility into their network's health, availability, and capacity metrics. The service enables actionable metrics and predictive analysis to control and enhance the customer's operational network environment, with a focus on optical transport and packet networks. The goal of Insights Service is to provide visibility by assessing the raw data and converting it into actionable insights for operators.

Business outcomes

Insights Service offers customers the following benefits:

- Helps businesses focus on organizational goals, rather than struggling to interpret vast amounts of data for operating their environment

- Converts raw data into actionable insights for performance and capacity improvements, with tangible business outcomes such as a more robust network with a significant reduction in outages or utilization problems

- Provides enhanced visibility and control of the network environment, which helps businesses preempt issues before they happen, speed time to resolution, and adapt to changing conditions

- Adapts to the changing business environment using Ciena's highly scalable platform that can synthesize real-time data from multiple sources and domains

- Provides analytics solutions in a tiered approach to fit customer needs. Customers can accelerate their analytics strategy, even within the most complex multi-vendor, multi-domain optical and transport network environments

- Supplies informative reports that are rich in metrics and can ultimately lead to platform automation; the interactive dashboard increases reliability and uptime and helps businesses plan, thereby reducing time to fulfill

- Gives access to experienced data scientists and network infrastructure experts to ensure low-risk, high-impact analytics strategies

- Offers faster ROI through cloud-based access with a flexible OPEX model and the elimination of costly CAPEX on network analytics platforms on-premises

Essential	Comprehensive	Premier
Asset Management	+ Essential	+ Comprehensive
Geographic Asset Map	Network Health Dashboard	Network Capacity Dashboard
Network Availability	High/Med/Low Risk Elements	Network Topology
Service Availability	Performance Monitoring	Utilization Prediction
Asset Reports	Health Reports	Capacity Reports
Availability Reports		

Add-on Capabilities

Deployment	High-Touch Engineer	API Integration
• Collector Deployment	• Designated Network Expert	• Northbound API Integration
• Customer Onboarding	• Monthly Reviews	• Alarm Forward
• Training	• Upgrades	• Report Push
• Tuning	• Change Assist	• Data Exchange

How is this service offered?

Ciena's Insights Service is a self-service analytics offering that allows organizations to actively monitor their network through a variety of software applications, each designed to focus on a specific aspect of the network. They include:

- Asset Management: Provides quick access to hardware and software inventory
- Home Page: Centralizes the most critical information at a glance with role-based access for both executives and operators
- Network Availability: Enables fast visualization of network up-time
- Network Capacity: Provides understanding of network capacity management and predicts the utilization using advanced machine-learning methods
- Network Health: Identifies areas of risk within the network
- Service Availability: Quantifies the quality of service driving the customer experience

Each application supports Ciena packet-optical transport networks (Layer 0 to Layer 2) and are available for purchase on a subscription basis either individually or as one of three packages within our tiered model.

- **Essential:** This foundational tier of Insights Service helps businesses gain an understanding of the network environment, including asset inventory, network topology determination, routing determination, and customer portal and reporting. It provides immediate insights into the existing network environment, helping to pinpoint any issues that might cause outages or inefficient operations. The resulting improved visibility into the network helps customers realize more efficient operations and lower operational costs.

- **Comprehensive:** This tier provides all of the capabilities in the Essential tier, along with increased performance reporting, capacity monitoring reporting and extended dashboards, including an executive view. This tier leverages the collection of real-time data that can be turned into proactive, actionable insights to improve the health of the network. These insights help customers achieve further operational efficiencies and improved network reliability, and realize business outcomes such as improved customer experience, reduced customer churn, and lower operational costs.

- **Premier:** This tier provides all the capabilities in the Comprehensive tier, along with use cases to support capacity management and predict capacity utilization. The predictive insights help head off issues before they occur, helping to prevent customer churn or costly outages. More importantly, these capabilities help preemptively determine the best direction for optimizing and transforming the network to meet demand forecast, and further enable business outcomes such as improved network availability and lower operational costs.

Add-ons

There are also optional deliverables such as collector deployment, designated network expert and northbound API integration, that can further boost the features of any tier of service purchased to meet the unique demands of a customer.

Insights Service and Ciena's Adaptive Network™ vision

Ciena is committed to helping our customers derive the most benefit from an intelligent network that readily enables constant, incremental change and improvement—what we call the Adaptive Network. Analytics is a key component of Ciena's Adaptive Network.

Our holistic analytics approach, which is the foundation of our Insights Service, enables a smooth transition path for providers to evolve toward building networks that can grow smarter, more agile, and more responsive every day. This is the ultimate outcome of the Adaptive Network.

Ciena Services

Having co-created some of the most customer-centric networks in the world—with major service providers, multiple-system operators, and global content network providers, from greenfield to brownfield to modernization—there is no environment Ciena Services cannot transform. Designed to be as open and flexible as the networks we build, Ciena Services provides real, quantifiable business value. Our Services team becomes part of your team. As advocates for our customers' goals, we prepare for unavoidable challenges and tirelessly drive toward your business outcomes—faster.

Visit the Ciena Community
Get answers to your questions →

ciena