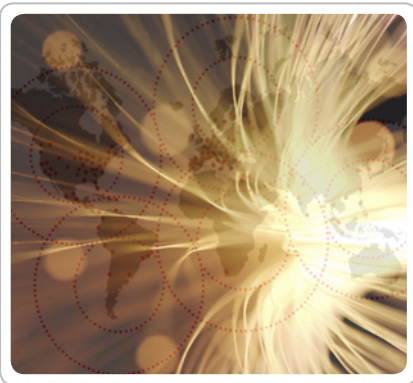


A horizontal banner with a blue background. The word "Interoute" is written in white, bold, sans-serif font in the center. The banner is flanked by two vertical panels: the left one shows a light blue sky with soft, out-of-focus clouds, and the right one shows a dark blue background with glowing, out-of-focus light spots.

## Interoute

### Europe's most advanced data network uses EMC Resource Management Software to manage service availability and improve customer satisfaction



Interoute is the owner and operator of Europe's most advanced and densely connected voice and data network, which encompasses over 54,000 kilometres of lit fibre. Its full-service, next-generation network serves more than 12,000 customers across a broad range of sectors from finance to retail and every major European incumbent operator, as well as the major operators of North America, East and South Asia, governments, universities, and research agencies. These organisations use Interoute to host content, provide wholesale transit services and corporate access, and create new services.

Interoute drives its business strategy through investment in new technologies. The company knew that its continued growth relied heavily on network availability and performance. Consequently, Interoute decided to invest in a network management solution that would root out the real cause of network problems that affect customer service enabling them to deliver high levels of business assurance.

Interoute was specifically looking for a product that provided automated, realtime, and accurate root-cause analysis. "We were looking for a solution that could analyse and drill down network problems to their ultimate causes and promote high levels of network availability, whilst reducing the operational burden," said Gordon Macmillan, Interoute's director of IP, NMS, and hosting engineering. "We didn't want to see a hundred faults appearing on the screen when there were really 99 sympathetic alarms and only one true cause."

#### **EMC Smarts Resource Management Software provides return on investment**

Interoute chose to implement a one-week EMC® Smarts® trial to evaluate the product against the company's test network. The company provided a detailed list of functional requirements across all categories and was impressed enough to deploy the solution following the success of the trial. Implementation of EMC Smarts was fast and problem free, providing a rapid return on investment. EMC Smarts Professional Services helped expedite the Interoute customer database integrations, addressing and resolving all issues and ensuring that the company had a positive and successful deployment.

Interoute uses EMC Smarts to manage its advanced and densely connected pan-European network across its business while making separate provision for business continuity. The company runs EMC Smarts Service Assurance Manager, EMC Smarts IP Availability Manager, EMC Smarts MPLS Manager, and other modules. Business continuity and disaster recovery are provided through the location of additional resources at a separate location. The EMC Smarts IP Availability Manager provides proactive monitoring and realtime automated root-cause and impact analysis. EMC Smarts Service Assurance Manager integrates and correlates events and topology from multiple sources to provide end-to-end management of the Interoute infrastructure.

“The EMC Smarts system discovers logical and physical elements while understanding their relationships. It ensures fewer, more-accurate alarms leading to a faster return on investment because it analyses the flood of sympathetic alarms to identify the problem at its root. This was an essential requirement of the system we wanted to implement, and EMC proved they were more than up to the task,” said Macmillan.

The software’s automated root-cause analysis functionality has addressed a major requirement for Interoute—the ability to manage its large, pan-European network while keeping costs in check. EMC Smarts’ ability to adapt automatically when the environment changes reduces the time, people, and expense required for system maintenance. In particular, the company felt cost-effectiveness-per-interface had been improved because of the implementation. The EMC Smarts model offers Interoute significant cost benefits in addition to the fact that the licensing model is scalable and can grow in line with the business.

The ability of the software to show customer impacts of circuit events, for example, has underlined the customer support benefits of the implementation, as well as its ability as a network diagnostic.

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**Gordon Macmillan**  
**Director of IP, NMS, and Hosting Engineering**

“While our direct customers are the operations centres who are also pleased with the system, end-customer satisfaction depends on many factors,” said Chris Pinnock, Interoute’s senior manager of network management systems. “They are delighted with the service we offer them, and ultimately, EMC Smarts is part of that. It enables us to identify real faults so we can get our NOC engineers out to fix genuine problems. The ability to improve time-to-repair helps us meet our SLAs and keep customer satisfaction at the highest level.”

Interoute has integrated EMC Smarts with its customer portal, so all alarms generated by EMC Smarts for specific customers are presented in the client’s view, which is a key factor in customer satisfaction.

### **Expanding EMC Smarts across the business**

The speed of The EMC Smarts integration and the flexibility of the software also impressed Interoute. “EMC had proven by the time of the original testing of the system that Smarts would be quicker to implement and easier to configure to our specific needs. We were able to amend the system very imply, for example, we integrated our Siebel ticketing system with little difficulty. The system is now maintained by our staff internally,” said Pinnock. Interoute is continuing to make new developments to the system, including a shift toward Linux, which will mean that buying hardware becomes more cost effective.

As the platform for Interoute’s comprehensive management solution, the EMC Smarts software interfaces with various tools. An example is the proprietary inventory system that exports to EMC Smarts information about what customer services are configured into what network devices.

The ability to create a bespoke configuration expanded the remit of the Smarts solution, meaning it is now used as an event management tool across the organisation. The software now integrates with approximately ten event systems, including building management events, transmission element managers, and voice events. All of these systems can be viewed via one screen in the operations centre, which gives a comprehensive overview to IT staff and improved service to Interoute's customers.

"While we are able to build on top of the software easily, the support we get from EMC is a huge help to us. We use EMC Professional Services, which have been uniformly excellent. The value for money that we receive for the level of support we get is a huge bonus for us dealing with EMC," said Pinnock.

Interoute is looking to use EMC Smarts strategically as a competitive differentiator in the future. The Smarts solution has grown as Interoute's business has developed, encompassing more events as it covered additional parts of the Interoute business. The ability to boost infrastructure availability and customer satisfaction while lowering operations costs through automation can be seen as key contributors to Interoute's growth and success.



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