Empirix Testing as a Service (ETaaS)

End-to-end Quality of Experience testing services based on industry-leading Hammer testing technology and Empirix expertise for contact center and unified communications environments

THE CHALLENGE OF SUSTAINING END-TO-END QUALITY OF EXPERIENCE

Technology infrastructures are complex networks of applications and equipment from multiple vendors. While vendors provide tools to test their solutions independently, there are many interdependencies between all of the interconnected components. All of these different devices and software, combined into a technology infrastructure, interoperate to deliver Quality of Experience. But who takes responsibility for the end-to-end customer experience across the entire infrastructure?

When failures occur, there is typically much finger pointing between vendors. Identification of root causes of problems is extremely challenging and time consuming. The pressure to meet deadlines and sustain Quality of Experience is substantial, and can even create career-defining moments. Every minute that a problem remains unsolved is a valuable resource lost forever. Every undetected issue with the potential to significantly impact a production environment is a ticking time bomb.

The critical challenge is determining how to test the end-to-end infrastructure from the perspective of the customer experience as effectively and efficiently as possible in order to both address existing problems and avoid potential issues that will disrupt service and, ultimately, a business.

ETaaS DELIVERS A POWERFUL COMBINATION OF HAMMER TESTING TECHNOLOGY AND EMPIRIX EXPERTISE WITH MINIMAL INVESTMENT

Empirix Testing as a Service (ETaaS) validates end-to-end performance by simulating live traffic under real-world conditions to test and validate actual Quality of Experience. ETaaS combines the power of Empirix's market-leading Hammer Gen6 Test Platform with the Empirix team's extensive, industry leading testing experience, all while requiring minimal investment and support from the client organization.

ETaaS ensures optimal network performance and a consistent, quality customer experience. ETaaS emulates customers and network traffic at scale, and then enables valuable analysis to most quickly:

- Identify multi-vendor interoperability issues
- Rapidly find root causes of existing and potential problems
- Enable analysis and verification of end-to-end performance
- Accelerate mean time to repair

Benefits

- Ensure Quality and Drive Loyalty
  – Assess customer experience, not just performance
  – Measure quality from the customer to the agent and back

- Reduce Risk and Guarantee Performance
  – Test performance from end to end
  – Identify and fix problems before going live
  – Validate multi-vendor environments, including equipment and configuration settings

- Speed ROI
  – OPEX vs. CAPEX cost model
  – Keep projects on time and on budget
  – Enable a better match between testing and project milestones

- Leverage the Test Experts
  – Empower operations staff to focus on their expertise by giving them industry-leading experts to help design and execute a strong test plan inclusive of the business objectives.

- Flexible Delivery Options
  – On-premises, managed, or cloud-based services
  – Packaged and customized test plans

ETaaS solutions test the full call capacity of both heterogeneous and homogeneous vendor infrastructures using the patented, award-winning Empirix Hammer Test Platform. Its intelligent call generation capabilities enable ETaaS to deliver unlimited call capacity and voice quality measurements throughout the contact center.

In particular, when ETaaS is used for a contact center, testing includes:

- Session border controller(s)
- Applications
- Voice quality
- CTI data and routing
- Agent desktop
- Screen pop
- Devices such as IP PBX
- Voice portal

Additionally, ETaaS offers the ability to simulate agent actions programmatically, which can be used to measure agent experiences and answer questions such as:

- How long did it take for an agent to receive a call?
- Was the data from the CRM system accurately displayed to the agent desktop?
- How long did it take for the customer information to appear to the agent?
- How long did it take for the network resources to release the call?
- Can the contact center handle the full call capacity for which it was designed?
- Can all of the agents be logged in to receive calls simultaneously?
- What is the performance of the call recording platform and voice analytic engines?
- Are the calls being recorded?
- Are hostile customers being identifi identified in real time?

ETaaS combines Empirix's technical superiority and extensive contact center testing experience to deliver the highest quality services, resulting in a competitive advantage for each client. ETaaS services are uniquely tailored to any size contact center environment to provide the highest quality testing and ensure that the infrastructure is operating flawlessly.

EMPIRIX ETAAS TAKES CARE OF EVERYTHING

Working with the client test team, Empirix professional services consultants develop a full test plan, execute tests, and produce a detailed report of the results. The process is as interactive as the client wishes it to be. While tests are being executed, the test team can view results in real time through a secure website, regardless of physical location. As a result, the test team can make changes to the infrastructure during the test period, immediately resolving issues and reducing the amount of time to go live.

Features

- End-to-end testing of IP, contact center, UC, and mobile solutions
- Packaged tests or customized services
- Load, regression, and interoperability testing
- No equipment to purchase
- Support for the latest technologies including VoIP, SIP, AVAYA h.323, SRTP, TDM, and IMS protocols as well as multiple contact center products, media types, and network elements
- CTI / Agent Desktop / Screen Pop options available
- Call recording compliance testing options
- Industry and technology specific knowledge for expert test plan design
- Engineers on hand to diagnose and troubleshoot any issues that may arise during the test
- Real-time reporting via a web-based interface available to all test participants worldwide
- Detailed reports to pinpoint issues for rapid correction

Realizing that, during the infrastructure validation phase, some clients may not have the required number of circuits, bandwidth, or agents provisioned for the test to meet the required call capacity, Empirix also provides equipment if needed. Empirix can install equipment on premises to drive and receive calls through the infrastructure. The equipment is operated by the Empirix consultants and is included in ETaaS.

Upon completion of testing, experienced Empirix experts work closely with the client team: The Empirix team reviews results with the client team, engages in discussions regarding any existing and potential issues identified, and reviews the real-time reports.

ETaaS PROVIDES MEASURABLE OPERATING EFFICIENCY, FINANCIAL, AND CUSTOMER LOYALTY PAYBACK

The ETaaS solution is specifically designed to meet the unique testing requirements of each organization, based on the goal of exercising and validating all or some of the organization's technology infrastructure.

ETaaS supports best practice test methods that are critical to the success of any contact center improvement project. Each focused test cycle builds on the previous test to provide a comprehensive picture of the environment.

The solution's proactive identification of business-impacting issues generates measurable positive returns, including:

▸ Minimizing costly downtime and accelerating return on investment

▸ Ensuring quality customer experiences to maximize customer satisfaction

▸ Substantially reducing failure risks for both production environments and new deployments

▸ Increasing service level compliance

▸ Enabling more efficient allocation of operating costs

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