Ericsson

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>
> Mark Hydar
> **Ericsson**

OVERVIEW

Ericsson is a multinational provider of communication technology and services. Ericsson's services, software and network infrastructure include the Ericsson MediaFirst TV Platform, a software-defined, media-optimized platform for the creation, management and delivery of next-generation Pay TV.

PROBLEM

In order to continue to deliver the innovative, quality products and around-the-clock service that customers have come to expect from Ericsson's offerings, including the MediaFirst TV Platform, the company required a robust critical communication and IT Alerting solution that would enable the company's IT professionals to alert and communicate with key members of their teams, as well as consumers and other end-users, when provisioning or other IT issues occurred with their telecom operators.

SOLUTION

Everbridge provides Ericsson with a flexible, scalable IT Alerting solution to ensure that the right IT experts are engaged as quickly as possible during an incident. At the same time, the Everbridge platform allows Ericsson to notify and inform millions of end-consumers, improving transparency and maintaining the brand experience.

TELL US ABOUT YOUR ROLE AT ERICSSON AND YOUR TOP PRIORITIES AS HEAD OF DEV OPS.

Within Ericsson, I work in a unit called MediaFirst; MediaFirst is all the technology that's required to deliver a television platform to set-top boxes that most consumers have in their homes. We have content management systems, ingest platforms, video editing, and lots of other things you would see within the house, in addition to the broadcasting services that we offer.

When delivering media like television services, I'm not talking about a rented movie that you download, I'm talking about programs like the Super Bowl which cannot go off the air. I'm talking about delivering programs that have to be perfect – crisp, high quality, on time – and available on any device. We always ask ourselves: are we delighting the customer? You can break down a customer's experience with you into four emotions: frustrating you, tolerating you, satisfied, and delighted. At the very minimum, we keep them satisfied, but we always shoot for delighted.

HOW DO YOU PREPARE FOR LARGE-SCALE EMERGENCY EVENTS THAT MIGHT INTEFERE WITH PRODUCT AND SERVICE DELIVERY?

Because we're doing things on a very large scale, we're dealing with unpredictable environmental and technological factors all the time. Whether a hurricane or tornado, crazy things can happen – "black swan" events – as we call them, and we have to be prepared to handle them. We handle these black swan events with effective communications.

IS THIS WHERE EVERBRIDGE COMES IN?

Yes, Everbridge is the vehicle we use to communicate internally. It provides a way that we can guarantee communications. Something goes bang, and there'll be an alert that comes in via Everbridge. Everbridge IT Alerting notifies internal stakeholders, and they respond, with "I've got it handled." The issue is then resolved, and nobody knows anything happened.

THAT'S THE EMPLOYEE SIDE OF THIS – DOES EVERBRIDGE FACILITATE CUSTOMER COMMUNICATIONS, TOO?

Of course. Let's look at an example: somebody is digging in their backyard, and accidentally takes out a fiber line that is connected to – let's just say – a thousand people. Customers want to be informed, even if a particular event doesn't affect them; and I want to be a good partner and make sure that my operators are aware. Everbridge takes care of that communication for me, and because our customers had the quick communication, they were informed and feel more comfortable knowing there is no action for them.

Some homeowners want to be informed via text, some via email, and others prefer a voice call. Everbridge can do all of that, allowing us to delight customers, even if the situation is less than ideal.

EXPLAIN A LITTLE BIT ABOUT YOUR IT COMMUNICATIONS PROCESS AND THE METRICS YOU ARE MEASURED ON?

First, we start with the mean time to detect: when did we know something went sideways? What was it? Then, we have the mean time to alert: I know it broke, and I now I have to tell somebody. Everbridge facilitates these two things quickly due to its great business process rules.

After restoration, there is mean time to verify: how do you verify that it's fixed? Verification is a collaborative effort, and if you're working with partners, then you

want them to have as much insight into every one of those steps that I just mentioned as possible. Everbridge IT Alerting facilitates the communication for all of these steps, through the verification process. We may even be able to tell what the revenue impact was, all through the Everbridge system.

WHY IS EVERBRDIGE A GOOD FIT IN IT ALERTING AND MANAGEMENT?

As a Head of Dev Ops I am always trying to improve and do a better job. If I have great notifications in my system, and I know what developer to reach out to, what executive to communicate with, what partner to communicate with, then the entire process is streamlined.

But, there are other boundaries that I want to reach; I want to go beyond, I want to know if something is going wrong in a data center that I may not have access to in some other part of the world. Everbridge has a lot of those connections and API's already available and extensible, and can provide me with that insight.

Also, from a Dev Ops perspective, I am continually trying to protect the Ericsson brand. I want to know ahead of time when something is going wrong. I want to know who to talk to so I can better communicate, and I want to keep an eye on costs. Everbridge can align those three things very well.

ANY OTHER FINAL THOUGHTS ON THE BENEFITS OF EVERBRIDGE FOR IT ALERTING?

My true business plan is to deliver moving pictures to digital appliances around the world. So why would I not use Everbridge? It is by far the industry leader, is highly trusted, and it has never let me down. The Everbridge brand is trusted. The beauty of IT Alerting is having a consistent, predictable, repeatable process with timely and relevant communications. And Everbridge facilitates every single piece of that.

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