



CASE STUDY

ACCEDIAN

About

ACCEDIAN

Accedian, a leader in performance analytics and end user experience solutions, offers comprehensive visibility within complex networks, catering to service providers and mid-to-large enterprises. The platform, known for its openness and scalability, facilitates innovation by enabling cloud-native analytics, supporting emerging technologies like 5G, SD-WAN, and edge computing, and empowering customers to launch new assured services. With a user base of 2 billion globally, Accedian Skylight ensures network assurance and security, backed by 18 years of providing accurate performance management solutions with a remarkable 99.997% uptime.



Accedian Networks stands out as the Performance Assurance Solution Specialist, particularly in mobile backhaul, small cells, business services, and service provider SDN. Accedian prioritizes agile business practices, lean development, and dedicated customer support to drive sustained growth and deliver exceptional solutions in the test & measurement and networking industries.

ACCEDIAN CASE STUDY

1 challenges

Mediaforce optimized Accedian's website for improved usability and enhanced conversion rates. By focusing on information architecture and content readability, the site was restructured to facilitate a logical flow of information, enhancing usability and guiding users through the conversion process. Additionally, Mediaforce designed a mobile site compatible with tablet and cell phone devices, further optimizing the user experience across different platforms.



before Mediaforce

ACCEDIAN NETWORKS
SOLUTIONS APPLICATIONS NETWORKS RESOURCES NEWS ABOUT US CONTACT

COMPONENTS

An integrated mix of Performance Platforms, Elements, NFV-enhanced Modules and software agents are right-sized to cover any network from core-to-edge. Service providers gain unified, ubiquitous performance assurance and optimization that seamlessly integrates and enhances their existing infrastructure.

- Network Performance Platforms**
Automate, orchestrate and visualize performance assurance in real-time. Open Network State™ to your applications.
- Performance Assurance SW Agents**
Embed standards-based reflectors into small cells, modems & service-edge devices, virtual machines, handsets & 3rd party elements.
- Network Performance Actuators**
Actuate industry standards-based L2-3-4 monitoring to agents, Modules, Elements & multi-vendor network elements.
- Network Performance Controllers**
Efficiently deliver, monitor, and assure services network-wide with Network Functions Virtualization (NFV)-powered virtualized instrumentation.
- Network Performance Modules**
Hardware precise, programmable test, monitoring and OAM. Ideal for small-cells, Access Points, and cable modems.
- Network Performance Elements**
Turn up, monitor and enforce multi-service H-QoS with unrivaled accuracy, granularity, and scale.

"By leveraging Accedian's NO solutions, providers will be well-positioned to deliver services that meet or exceed their client's SLA and QoS requirements."
Michael Dorch, Senior Analyst, Aberdeen Group

ACCEDIAN CASE STUDY

key metrics

2

Accedian's case study assesses vital metrics including sessions, page views, pages per session, average duration, mobile versus tablet usage, and bounce rate. These metrics offer comprehensive insights into the efficacy and efficiency of Accedian's approach. The study seeks to highlight enhancements in these metrics and the overall return on investment achieved through Mediaforce's services.



after Mediaforce

The screenshot displays the Accedian Networks website. The main heading is "COMONENTS" with a breadcrumb trail "Home > Solutions > Components". Below this is the "Performance Optimized SDN" section, which includes a sub-heading and a brief description: "Accedian Solution Components cover the spectrum of performance assurance, optimization and networking functions that form the key elements needed in the migration to performance-optimized service provider SDN networks, while helping existing networks maintain best possible QoS." To the right of this text is a small thumbnail image of a dashboard. Below the main text are three columns of product offerings:

- Network Performance Platforms:** Includes "Open Suite", "Open Manager", and "OpenMETER". Description: "Automate, orchestrate and visualize performance assurance in real-time. Open Network State™ to your applications." Button: "FIND OUT MORE".
- Performance Assurance SW Agents:** Description: "Embed standards-based reflectors into small cells, modems & service-edge devices, virtual machines, handsets & 3rd party elements." Button: "FIND OUT MORE".
- Network Performance Actuators:** Description: "Actuate industry standards-based L2-3-4 monitoring to agents, Modules, Elements & multi-vendor network elements." Button: "FIND OUT MORE".

ACCEDIAN CASE STUDY

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after Mediaforce



8.39% increase in sessions



30% increase in page views



20% increase in pages per session



13% increase in average duration



Decrease in bounce rate

7.4% mobile
13% tablet