

The bigger picture of monitoring and analyzing data

Airtel counts on Barco OVL-815 video modules for optimized network performance

“Our new Barco video wall is a crucial tool for managing the performance of our network and services. On top of that it can easily be scaled up, which makes it perfect for future expansions.”

Shyam Mardikar, Chief Strategy,
Architecture & Engineering at Bharti Airtel



Based in New Delhi (India), Bharti Airtel is a major global player in integrated telco solutions. Extending over twenty countries across Asia and Africa, close on 260 million people make use of the company's network. To monitor all data traffic and operations from over 70 network sources, Airtel set up a state-of-the-art Network Experience Center (NEC) with an impressive Barco LED video wall consisting of 175 OVL-815 video modules. Through its ability to display the performance of Customer's Experience, Service Performance and Network Performance – along with various other feeds – the solution is key to further enhancing the overall customer experience.

BARCO

Visibly yours

Customer:

Bharti Airtel Limited, India
Industry: Telecommunications
Website: www.airtel.in

Challenges and objectives:

- Visualization and monitoring of Airtel's operations, thereby optimizing the network's performance.

Barco solution and services:

- 175 OVL-815, 80" LED video wall cubes

Why Barco

- Quality and high standard of Barco solutions
- Previous positive experience with Barco solutions
- Scalability of the products



Bharti Airtel has its headquarters in New Delhi, India, and is one of the top five mobile service providers globally in terms of subscribers. The company highly values flexibility, quality and ambition, which it also reflects in its daily operations. The best example of this is Airtel's unique Network Experience Center (NEC), housing a huge LED video wall consisting of no fewer than 175 Barco OVL-815 video wall cubes of 80" each.

Airtel provides telco activities in twenty countries across Asia and Africa, serving close on 260 million customers. "To provide all these clients with a perfect service, we have to monitor and analyze data from over 70 network sources on a daily basis," explains Shyam Mardikar, Chief Strategy, Architecture & Engineering at Bharti Airtel. "To do that in the most efficient way, we established a modern, one-of-a-kind Network Experience Center (NEC)."

Crucial tool

Without a doubt, the most important element of the state-of-the-art control room is its massive main video wall. "The video wall is a crucial tool for managing the performance of Airtel's network and services across technology verticals, by monitoring and analyzing the data from more than 70 sources of network probes, contact centres and tactical facilities," Mardikar said. "The video wall enables us to display performance of Customer's Experience, Service Performance and Network Performance along-with various other feeds from the Internet & TV, which helps us improve the overall user experience."

Convinced of Barco quality

Airtel's video wall is used by around 300 people, working 24/7 on analyzing and monitoring operations and performances. With a total screen surface of 40 m by 8.4 m, it certainly deserves the title of world's largest suspended LED video wall. The impressive visualization solution consists of 175 Barco OVL-815 LED video wall cubes of 80" each. "We already made use of multiple compact video walls provided by Barco, so we were aware of the quality and standard of Barco products", Mardikar explained. "When we came up with the idea for the new NEC, it quickly became clear to us that we had to involve Barco in the development of it."

Importance of scalability

Barco's OverView OVL series is a perfect match for equipment and control rooms that require a guaranteed uptime. The OVL-815 modules have been designed for an entirely maintenance-free operation over several years. To that, Barco's unique Sense6 auto-calibration technology adds a long-term brightness and color stability across the entire display. "On top of that the video wall can easily be scaled up, which makes it perfect for future expansions," Mardikar added.

Top-notch service and installation

"We are highly satisfied with Barco's service and implementation," Mardikar concluded. "It was a huge cross-functional effort which cut across technology, infrastructure and real estate experts. There were multiple milestones along the way such as testing, which was very complicated, in order to create a multi-user, realistic experience. Thanks to Barco, Airtel's experience center is a world-first: a one-of-a-kind telco service provider control room!"