

SOLUTION BRIEF

NETWORK OBSERVABILITY BY BROADCOM FOR SERVICE PROVIDERS

Boost Services Revenue Growth and Customer Loyalty

KEY BENEFITS

Unlock New Premium Services and Revenue Growth

- Leverage granular performance visibility to deliver advanced managed services that are backed by precise, actionable insights.
- Validate the performance of critical applications like VoIP, video conferencing, and SaaS apps, providing stand-out premium service tiers that unlock new revenue streams.
- Tap into AI-enabled analytics to proactively optimize network operations, paving the way for performance-based SLAs and differentiated service offerings.

Enhance Customer Retention and Satisfaction

- Correlate application-level insights with network-wide telemetry so you can resolve issues before they escalate—ensuring optimal end-to-end service quality and exceptional user experiences.
- Tackle performance bottlenecks quickly and effectively and maintain service reliability, helping you reduce churn, strengthen relationships, and build lasting client trust.

Promote Efficiency and Reduce Operational Costs

- Automate troubleshooting workflows by combining endpoint diagnostics with topological intelligence—dramatically reducing manual effort and labor costs.
- Prevent costly downtime with faster issue detection and resolution, maintaining client productivity and minimizing operational risk.
- Empower network teams with actionable, integrated insights, enabling them to focus on strategic initiatives that accelerate growth and foster client success.

The Challenge: Rising Network Complexity, Intensifying Client Expectations

In our always-on world, clients demand uninterrupted connectivity and high-quality user experiences. For service providers—whether cloud service providers (CSPs), managed service providers (MSPs), global system integrators (GSI), or telcos—this means mounting pressure to deliver high-value services that foster customer loyalty, while reducing costs. However, while demands intensify, traditional operations are under siege. Surging data volumes, fragmented multi-vendor network ecosystems, cloud-based services and architectures, and bandwidth-hungry AI workloads are straining legacy models beyond their limits—making it harder than ever to meet escalating expectations.

Consequently, today's service providers are navigating a range of mission-critical challenges:

- **Revenue slippage.** Without real-time visibility into network health and user experiences, issues go unnoticed—which can have an immediate and direct hit on revenues. Over time the penalties grow: Poor service performance discourages customers from upgrading or investing in premium offerings.
- **Customer churn.** Network instability and degraded user experiences erode satisfaction, accelerate churn, and tarnish brand reputation—undermining recurring revenue streams.
- **Inefficient operations.** Manual processes, reactive troubleshooting, and fragmented toolsets drive up costs, reduce profitability, and inhibit agility and scalability.
- **Limited differentiation.** In a crowded marketplace, consistent, high-quality service is a key competitive lever. However, legacy approaches often fall short in delivering standout digital experiences.

The Solution: Network Observability by Broadcom Fuels Exceptional Client Outcomes

Network Observability by Broadcom delivers the end-to-end network visibility and advanced, AI-enabled analytics that significantly enhance network operations. This comprehensive solution goes way beyond traditional monitoring, providing deep, real-time insights. The solution empowers CSPs, MSPs, GSIs, and telcos to proactively optimize network performance, reduce customer churn, and boost services revenue. By turning complexity into clarity, Broadcom positions you to exceed client expectations and scale profitably.

How it Works: Turning Deep Network Visibility Into Business Value

Network Observability by Broadcom brings together the power of advanced analytics and granular application and network path monitoring to deliver exceptional advantages:

- **Unified data ingestion.** By capturing app-level performance intelligence and deep network telemetry—from the data center to the cloud—you can create a holistic dataset that yields actionable insights.
- **Proactive issue identification.** By analyzing correlated data streams and spotting anomalies before they escalate, you can mitigate potential client issues more effectively.
- **Accelerated root cause troubleshooting.** By leveraging topology with comprehensive network telemetry, you can pinpoint the precise root cause of issues—slashing mean time to repair and lowering operational costs.
- **Premium service creation.** By harnessing deep end-user-centric network visibility, you can design and deliver differentiated, high-value managed services—unlocking new revenue opportunities.
- **Intelligent remediation.** By employing automated workflows triggered by issue detection, you can minimize manual effort, expedite resolution, and boost operational efficiency.

KEY CAPABILITIES

Network Service Assurance for Client Satisfaction

- **Technical enabler:** Unified application and network intelligence provides a complete view of service health—fueling proactive, reliable service delivery.
- **Business value:** Build loyalty and curb churn by consistently delivering exceptional user experiences across the managed services portfolio.

Application-Centric Performance Validation for Services Growth

- **Technical enabler:** Continuous synthetic monitoring and packet analysis deliver the rich telemetry needed for differentiated offerings.
- **Business value:** Launch high-margin managed services with deep, application-level visibility and performance assurance—instilling client confidence in their most critical workloads.

Advanced Network Analytics for Proactive Operations

- **Technical enabler:** A unified data model, combined with AI-enabled anomaly analysis and intelligent correlation, scales actionable insight across client environments.
- **Business value:** Reduce costs and downtime by automating root cause analysis and fault identification and prediction—minimizing manual effort and boosting service availability.

The Value We Deliver

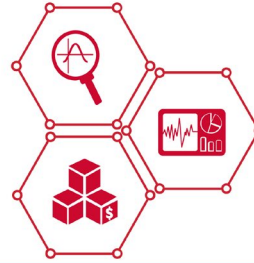
Improve Visibility

Gain valuable, end-to-end insights into network performance, improving user experience

Bundled Value-Added Services
Bundle our solution with your connectivity, cloud, or tiered service offerings

SLA, Troubleshoot, and RCA

Monitor and troubleshoot network issues, ultimately enhancing customer support and satisfaction



By effectively incorporating AppNeta into their service portfolio, solution providers can enhance their offerings, generate new revenue streams, and strengthen customer relationships.

Case Study: Atos Establishes AI-Ready Networks, Optimizes Service Delivery

Atos, a global leader in digital services, faced mounting challenges in managing the complexity of modern networks. Teams were contending with a surge in telemetry data, which featured multiple vendors and formats. This introduced a fragmented landscape that left them with siloed visibility and a lack of actionable insights. As this data sprawl continued, the team at Atos struggled to scale operations, anticipate issues, and prepare for AI-driven workloads. Ultimately, teams were stuck in a reactive posture that hampered service consistency and customer satisfaction.

To overcome these barriers, Atos integrated Network Observability by Broadcom into the Atos Technology Framework (ATF). This strategic approach streamlined and harmonized network data, so teams could gain a cohesive global view of service health and make insight-driven decisions. With enhanced visibility and proactive capabilities, Atos has been able to optimize infrastructure, reduce operational costs, boost agility, and improve customer outcomes.

[Read the full case study](#) to learn more.

The Broadcom Advantage: Powering Services Business Growth for Every Provider

Network Observability by Broadcom provides targeted business benefits across the service provider landscape:

- **CSPs.** Establish premium, performance-assured service tiers to win subscriber loyalty, reduce delivery costs, and boost long-term growth.
- **MSPs.** Stand out in a crowded market by delivering exceptional application and network performance—maximizing client retention and recurring revenue.
- **GSIs.** Equip enterprise clients with deep network visibility and robust performance validation, so they can speed service rollouts and minimize operational risks.
- **Telcos.** Ensure mission-critical networks deliver high performance and cut troubleshooting and network maintenance costs. This enables differentiated services that boost customer satisfaction and reduce churn.

KEY CAPABILITIES

Predictive Insights for Competitive Advantage

- **Technical enabler:** Advanced, AI-enabled analytics provide the insights needed to forecast capacity demands and performance degradations, so you can employ preventive measures. Leverage the platform's extensibility and robust integrations to seamlessly feed data into your data lakes and machine learning algorithms, so you can do deeper analysis and predictive modeling.
- **Business value:** Strengthen your role as a trusted advisor by anticipating client needs and resolving performance risks before they surface. Offer more strategic, data-driven recommendations, boosting differentiation and solidifying your competitive position.

Automated Workflow Integration for Efficiency

- **Technical enabler:** Harness ITSM and orchestration tool integrations and AI-enabled support. These capabilities power intelligent response generation, proactive issue identification, automated remediation, and streamlined issue resolution.
- **Business value:** Cut operational overhead and scale support capabilities—without expanding headcount.

From Reactive to Proactive: A New Standard in Client Success

With Network Observability by Broadcom, service providers stop firefighting and start building for future growth. Optimize network operations, unlock new service revenue streams, and deliver exceptional digital experiences.

For more information, please visit the following URL:
networkobservability.broadcom.com



About Us

Broadcom Inc. (NASDAQ: AVGO) is a global technology leader that designs, develops, and supplies a broad range of semiconductor, enterprise software and security solutions. Broadcom's category-leading product portfolio serves critical markets including cloud, data center, networking, broadband, wireless, storage, industrial, and enterprise software. Our solutions include service provider and enterprise networking and storage, mobile device and broadband connectivity, mainframe, cybersecurity, and private and hybrid cloud infrastructure. Broadcom is a Delaware corporation headquartered in Palo Alto, CA. For more information, go to www.broadcom.com.

Copyright © 2025 Broadcom. All Rights Reserved. Broadcom and other trademarks are the property of Broadcom. The term "Broadcom" refers to Broadcom Inc. and its subsidiaries. Other trademarks are the property of their respective owners.