



ZTEsoft – Optimizing the Customer Experience Management System

Expanding and enhancing the experience of telecom customers with Linux on IBM Power Systems

Overview

The need

Attract telecom customers in new geographies by offering a new hardware platform option and improving performance of the ZTEsoft ZSmart Customer Experience Management System (CEMS) solution.

The solution

ZTEsoft worked with IBM to demonstrate the strong performance and stability of ZSmart CEMS running in a Linux environment on IBM® Power Systems™ with IBM BigInsights™ for Apache Hadoop software.

The benefit

By offering ZSmart on Power Systems, ZTEsoft can open doors to new markets and attract more customers looking to optimize the performance and reliability of the CEMS solution while controlling costs.

ZTEsoft—a subsidiary of equipment manufacturer ZTE—has been a leading provider of telecom software, solutions and services for more than two decades. Its CEMS solution helps wireless, wireline and cable providers optimize the customer experience, accelerate new service deployments and improve efficiency.

Expanding into new regions

The ZTEsoft ZSmart CEMS can help companies optimize customer interactions and increase customer loyalty. It tracks and analyzes numerous interactions between customers and companies, including purchases, customer service requests, call-center interactions, social media exchanges and more. By analyzing this large volume and variety of customer data, drawn from real-time, online sources as well as third-party organizations, ZSmart CEMS enables companies to better understand customer behavior, identify trends and ultimately improve the customer experience.

“Analyzing big data requires a powerful, scalable platform,” says Yang Bo, from the ZTEsoft Global Marketing Unit.

“With Linux on IBM Power Systems, our ZSmart customers gain the performance and capacity to analyze a rapidly growing volume and variety of data while controlling costs.”



Solution components

Software

- IBM BigInsights for Apache Hadoop
- SAP Sybase database
- ZSmart CEMS

Servers

- IBM Power Systems running Red Hat Enterprise Linux or SUSE Linux
- IBM Storwize® V7000

Services

- IBM Lab Services
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While the ZSmart solution has a strong customer base in China, ZTEsoft wants to expand to new geographical markets. “Our goal is to reach new customers in Europe and elsewhere,” says Yang Bo, a member of the Global Marketing Unit at ZTEsoft. “Partnering with IBM can bolster confidence in our solution, while also providing new platform options for potential customers.”

In the past, ZSmart has run in Linux environments exclusively on x86 systems. But the ZTEsoft team was willing to consider alternative platforms. “We need a platform that can deliver the performance and capacity for analyzing big data,” says Bo. “In addition, it must provide the stability and reliability for the CEMS solution—all without increasing costs.”

Delivering performance and reliability with Linux on IBM Power Systems

At the IBM Client Center in Montpellier, France, ZTEsoft and IBM conducted benchmark testing for the ZSmart CEMS solution running on Power Systems. The team evaluated ZSmart with a Linux operating system, an SAP Sybase database and IBM BigInsights for Apache Hadoop on Power Systems compared with a similar software stack on an x86 server.

Testing confirmed that ZSmart can run stably with Linux on Power Systems. Compared with the x86 test environment, the Power Systems environment also provided greater capacity—demonstrating its ability to support the tremendous volume of data that the CEMS might need to analyze without requiring a large-scale infrastructure.

Importantly, the tests also showed that Power Systems could deliver significantly better performance running ZSmart than the x86 server. “Running ZSmart with Linux on IBM Power Systems delivers exceptional performance for analyzing big data plus the reliability our customers need for this mission-critical application,” says Bo. “Given that the total cost of owning a Power Systems server is comparable to an x86 server, the IBM solution offers a strong value proposition.”

Gaining the flexibility to provide customer options

Like a growing number of software vendors, ZTEsoft is now capitalizing on the openness of Power Systems to port software to the new platform with little to no development work. With the option to run ZTEsoft with Linux on Power Systems, customers can access all the benefits of the ZTEsoft solution while gaining robust performance for analyzing big data, capacity and scalability for accommodating growing data volumes plus mission-critical reliability.

ZTEsoft now offers ZSmart on both Power Systems and x86 systems. “Each customer has unique IT and business requirements,” says Bo. “We believe Power Systems delivers strong benefits to customers and now we can offer data from the benchmark testing to prove it. But the openness of Power Systems gives us the flexibility to accommodate customer preferences.”

Looking ahead, the ZTEsoft team plans to deepen its partnership with IBM. “The benchmarking project is just the beginning,” says Bo. “In the future, we plan to demonstrate the value of ZSmart on Power Systems to potential customers through an IBM Client Experience Center in Europe and then collaborate with IBM on new innovations.”

Take the next step

To learn more about IBM Power Systems, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/systems/power



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