

# HPE AND ANRITSU

## HPE OEM Program and Anritsu telecommunications service assurance solutions

### CREATE A POWERFUL STRUCTURE FOR GROWTH WITH HPE OEM SOLUTIONS

Take your innovation further with **HPE OEM Solutions**, spanning a robust portfolio of servers, storage, networking, and services. Tailor your solution to meet your needs by embedding and integrating a fully branded HPE technology solution.

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#### Solution overview

As a leading provider of service assurance solutions to telecommunications operators, Anritsu needed an OEM partner to streamline global delivery and support. By leveraging the HPE OEM Program, Anritsu accelerated its response to customer project requests and was able to pass along significant TCO savings.

**“With HPE Pointnext Services available through the HPE OEM Program, we’ve been able to deliver more responsive service and meet higher SLAs for our customers.”**

– Matt Twomey, Head of Marketing, Anritsu

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– Jörg Schneider, Strategic Accounts Sales Director, Anritsu

### GAINING RAPID ACCESS TO WORLD-CLASS TECHNOLOGY AT LOWER TCO

#### HPE OEM Program supports Anritsu service assurance solution

In today’s mobile, digital age, telecommunications subscribers expect their smart devices to connect anytime, anywhere, to almost anything. They take it for granted. Yet for telecom operators, every day is a challenge to ensure service availability and quality meets these high expectations. That’s why many of the world’s largest telecom operators turn to Anritsu for network service assurance.

Anritsu, a multinational conglomerate, provides its customers with end-to-end service assurance and advanced analytics through intelligent monitoring of network and service quality against key performance indicators (KPIs).

Anritsu is a market leader in the real-time automated discovery of subscriber impacting issues by leveraging its patented technology which drives eoMind, its flagship network anomaly detection product.

Though Anritsu can deploy its cloud-native solutions on any third-party cloud, many of Anritsu’s customers are still looking for optimized turnkey solutions which also include an infrastructure that will be reliable over many years of service, and expertly supported across the globe.

Anritsu avails of the HPE OEM Program for this.

“We work with HPE because we trust them. Whenever we need to provide turnkey solutions

to our customers, we resort to the best in the market as we are responsible for the overall solution delivery and quality and cannot risk unresponsive systems, faults, or a lack of expert support whenever we need it. The HPE program guarantees that we can deliver an infrastructure optimized for stability and performance. This is an essential component of the value that we deliver for our customers,” says Davide Motta, head of product management at Anritsu.

### DELIVERING MORE RESPONSIVE SERVICE

Working together synergistically, Hewlett Packard Enterprise and its OEM integration and distribution partner, Avnet Integrated Solutions, enables Anritsu to integrate and deliver its service assurance solution with carrier-grade **HPE servers** faster than it could under a traditional purchase arrangement. This accelerates responsiveness to new customer solution requests.

“HPE OEM gives us the global reach to meet the product and service needs of our multinational customers more efficiently than we could on our own,” says Jörg Schneider, strategic accounts sales director at Anritsu. The program’s extended warranty terms on HPE servers also meet the longer deployment life of Anritsu’s OEM solutions.

According to Schneider, “In many cases, we have to react to customers by the next business day, which the HPE OEM Program enables us to do through their global infrastructure. The enhanced warranty for HPE OEM technologies also gives us more predictable forecasting and allows us to pass on TCO savings to our customers.”

## Solution overview

### Customer at a glance

#### Solution

Service assurance for telecommunications operators

#### Hardware

HPE ProLiant DL Gen9 and Gen10 servers

#### Services

HPE Pointnext Tech Care

### Anritsu and HPE solution benefits

- Extends equipment life and enables more predictable forecasting with standardized IT
- Allows Anritsu to offer turnkey solutions for its customers resulting in lower TCO, higher quality, and quicker delivery
- Delivers higher customer SLAs with more proactive service

**“We’ve been very happy with how the HPE OEM organization has helped us put the right infrastructure in place for our customers.”**

– Davide Motta, Head of Product Management, Anritsu

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Having proactive, in-country service and support from HPE Pointnext Services is also a key advantage for Anritsu. With HPE Pointnext Services, Anritsu now has an extension of its in-house team that spans the globe with expert technical support and proactive services.

“Providing service assurance for our customers is a 24x7x365 business,” Matt Twomey, head of marketing at Anritsu, points out. “We are measured against SLAs and those SLAs affect our customers’ opinions of us, our professionalism, and our business, which means we strive to minimize our time to repair. With HPE Pointnext Services available through the HPE OEM Program, we’ve been able to deliver more responsive service and meet higher SLAs for our customers.”

## TAKING ITS BUSINESS INTO NEW MARKETS

The Anritsu service assurance solution supported by HPE servers, HPE Pointnext Services, and HPE OEM partner, Avnet, is invisible to Anritsu customers—what they see is a graphical user interface. But behind the scenes, the Anritsu solution is working hard to ensure communications service providers can deliver the user experience their subscribers expect, which minimizes churn and increases customer loyalty. The HPE OEM engagement began when Anritsu needed to meet the SLA requirements of a large Japanese telecommunications customer in 2018. Since then, Anritsu has been able to deliver its service assurance solutions to customers in other markets.

“We’ve been very happy with how the HPE OEM organization has helped us put the right infrastructure in place for our customers, and now they are helping us understand new possibilities for the future,” says Motta.

## ABOUT THE HPE OEM PROGRAM

The complete HPE portfolio is available to HPE OEM customers—and their end customers—in advance of general availability. Engineers have access to a knowledge base and road maps to future generations of HPE products and will be the first to test the products.

HPE integrated supply chain reduces logistical and fulfillment complexity and helps minimize

the time in taking solutions to market. HPE OEM distribution partners implement joint solutions and ship them to end customers. Additionally, HPE OEM partners have buffer stock to carry through shortages, helping customers adhere to SLAs.

Regardless of scale or design, HPE technology solutions deliver value and performance benefits, offering a clear competitive advantage and investment predictability.

Motta concludes “HPE is a technology leader, and we value working with the HPE OEM Program and making sure our customer gets the best product experience possible.”

## COMPANY OVERVIEW

### About Anritsu

Anritsu Corporation is a global provider of innovative communications test and measurement solutions. The company engages customers as true partners to help develop wireless, optical, microwave/RF, and digital solutions for R&D, manufacturing, installation, and maintenance applications, as well as multidimensional service assurance solutions for network monitoring and optimization. Anritsu also provides precision microwave/RF components, optical devices, and high-speed electrical devices for communication products and systems. The company develops advanced solutions for 5G, machine to machine (M2M), Internet of Things (IoT), as well as other emerging and legacy wireline and wireless communication markets. With offices throughout the world, Anritsu has approximately 3,800 employees in over 90 countries.

### About HPE

HPE is the edge-to-cloud company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. Built on decades of reimagining the future and innovating to advance the way people live and work, HPE delivers unique, open, and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways, and increase operational performance.

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