Multivendor Network Optimization Helps Ghana MTN Lead the Market
MTN Group Limited (MTN) is a multinational telecommunications group, of which the network covers 21 countries across Africa, Asia, and Europe. Being the leader in Ghana telecommunications market, MTN Ghana’s market share amounts to more than 50%.

However, in recent years the market competition are greatly intensified with the emergence of newly licensed Mobile Network Operators (MNO) and introduction of Mobile Number Portability (MNP) policy. On the other hand, the development of mobile bandwidth and the popularity of intelligent mobile terminals drive the network scale and service contents change abruptly. As a result of the changing factors the network need to be continuously improved to meet the dramatically increasing data service demands.

Help MTN Ghana Focusing on Business Operation

MTN strives to keep ahead of other competitors to achieve future-oriented sustainable growth. MTN 2G&3G networks consist of equipments provided and maintained by multiple vendors. How to efficiently optimize multivendor network and continuously offer optimum end user experience is the ultimate goal of MTN.

Huawei has successfully served more than 400 operators in more than 160 countries. Backup by more than 2000 network optimization experts with abundant multivendor network optimization
experience, Huawei was selected by MTN as its entire network optimization service provider. Huawei is responsible for KPI quality of the entire network, helping MTN focus on core business.

Establish Unified Platform, Optimize Operation Processes, and Improve Network Efficiency

Huawei improves the network efficiency in terms of management, personnel, and platform based on the conditions of MTN multivendor equipments.

In terms of management, Huawei took over the network optimization teams, simplifies the management GUls, set up daily, monthly, and quarterly performance report process, helping achieve visualized network performance management.

In terms of personnel, Huawei expert team members and former network optimization personnel form a joint team to guarantee smooth transition and at same time, improving local maintenance team’s competency by establishing a knowledge share database.

In terms of platform, Huawei helps MTN Ghana establish a unified integration platform based on Huawei’s market proven network performance management, network capacity assessment, performance problem handling, and network parameter management systems. The platform integrates Huawei’s network optimization tool (Nastar), Performance Report System (PRS), and Data Analysis Management System (DAMS). These flexible Huawei tools support multiple vendor environment and help improve the network optimization efficiency.

With the strong backup by Multivendor Technical Research Center and experts from the tool development center, Huawei offers powerful technical support for project implementation and quick trouble resolution for network optimization with the assistance of Network Operation Center (NOC) in Nigeria.

Along with the rapid growth of data services, slow network speed and unstable connection become major user dissatisfaction factors. To address these issues, Huawei provides end-to-end problem location capabilities to help accurately locate the problem occurrence node and quickly resolve data service problems, improving user satisfaction.

Through multivendor network optimization process establishment and network optimization delivery service implementation, MTN network quality improves stably after the switchover. Requirements of KPIs and SLA counters are met. User complaint handling time is reduced by 28%.

Provide Network Assurance and Address Challenges Effectively

Huawei also offers emergency telecommunication assurance services, event assurance services, and group customer services, to further enhance the network quality and end user experiences. For example, Huawei works out the network assurance solution in advance when MTN carries out marketing activities, maintain smooth end-user experience when the network traffic increased by 25% in a short period, effectively highlighting the significance of these marketing activities.

Improve Network Quality to achieve Business Success

Based on end user experience, the successful cooperation between Huawei and MTN optimizes multivendor network performance and improves the network quality.

Improved user experience results in sustainable service growth and helps MTN maintain leading position in the face of fierce competition. Former CTO Jon Hoffmann said: “Huawei RNO has proven and continuously distinguished themselves in the area of optimization,
The successful collaboration on the multivendor network optimization project further strengthens the strategic partner relationship between Huawei and MTN, laying a foundation for more business cooperation in the future.

With industry-leading network optimization service concepts and abundant cross-vendor network optimization experience, Huawei helps MTN make a business success.

**Highlights**

**Market Demands:**
- Network performance improvement
- Multi-vendor network optimization
- Customer experience management (CEM)

**Huawei Actions:**
- Incorporate multivendor network optimization teams.
- Set up the multivendor network optimization process.
- Provide network performance assurance in the case of events.

**Customer Benefits:**
- User complaint handling time is reduced by 28%.
- The data throughput of the entire network is increased by 13%.