AI E MACHINE LEARNING: COME GESTIRE LA DIGITALIZZAZIONE

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Digital Transformation Goal

It’s not good enough for the network to just be up.

A key to providing high-level experience is having visibility, analytics and insights into the customer experience. Without knowing there is a problem in the network, there is not way to fix it.

Once an anomaly in experience is detected, the platform should aid in determining root cause and path to resolution. The platform should offer proactive insights to optimize experiences.

Provide High-Quality Experience for End Users
# Complexity hinders User Experience

## Complexity Drivers

<table>
<thead>
<tr>
<th>Drivers</th>
<th>Results of Complexity</th>
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<tr>
<td>More users, devices and endpoints on the network</td>
<td>Increased treat risk due to the number of entry points</td>
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<td>High-Bandwidth apps</td>
<td>IT O&amp;M overload</td>
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<td>Increased adoption of real-time apps (e.g. video/VoIP)</td>
<td>Poor Customer Experience</td>
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<tr>
<td>Hybrid workforce</td>
<td>Inefficient connectivity</td>
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- Expectation for apps/devices to perform well when roaming across multiple transport networks.
AI for IT operations

Data Science

Machine Learning

Monitoring (Observe)

Automatization (Act)

Service Continuity

Insights Continuously

AIOps

Data Science
AI-powered Management and Operation: Why?

AI-based tools **enable more scalable and efficient automation** (Day-0 to Day-N)

**AIOps can scale the NetOps team** to support a growing number of services

**AI tool learn normal network behaviour and automatically alert users** when anomalous activities are detected.

AI system **provide guided remediation to reduce MTTR**

The use of AI-enabled natural language understanding **allows system to become a trusted member of NetOps.**

AI can **notify customers proactively when issues are detected** to expedite resolution.
Juniper Networks AI journey
From (high quality) data to Virtual Network Assistant
High-Quality Experience for End Users
Client to Cloud Automation and Insight

Client

Wireless Assurance

Wired Assurance

WAN Assurance

MARVIS

To Cloud

2016
2019
1H20
Today

Wireless Assurance

Wired Assurance

WAN Assurance

Security

WAN
“...Marvis saved us massive amounts of time troubleshooting”

Dartmouth “...since Marvis, escalated tickets are down by factor of 10”

servicenow “...over 90% reduction in user opened support tickets”

...it’s like we woke up from a dream, watching Mist roll out”

MIT “...85% reduced site visits”

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