TrueMove Thailand

True Internet improves user experience and network efficiency with Citrix ByteMobile
TrueMove, one of the leading telecommunications service providers in Thailand offers comprehensive quad play services for their customers including 3G/4G mobile network services for over 22 million subscribers. True also provides fixed line services such as DSL, satellite TV and cable TV. TrueMove’s vision is to be a digital lifestyle enabler by providing rich multimedia content such as movies and music anytime, anywhere, over any network. To support their subscriber base TrueMove has multiple datacenters serving mobile, broadband and cable TV collectively carrying over 100 Gbps of traffic.

The challenge: To improve QoE and network efficiency in an era of exploding video traffic growth

TrueMove is experiencing exponential traffic growth in its mobile broadband networks with more than 50% of traffic volume consisting of mobile video. TrueMove is challenged by network congestion, degradation of video user experience and the need to contain capital expenditure (CAPEX).

TrueMove is looking for ways to increase RAN (Radio Access Network) efficiency. TrueMove needed a Telco-grade advanced traffic management solution that improved user experience and increased network efficiency while lowering the capital expenses associated with more traditional and costly methods of capacity growth such as cell splitting.

The solution: Citrix ByteMobile’s Adaptive Traffic Management (ATM)

“We researched and evaluated traffic management solutions from several vendors including Citrix®, Mobixell Networks, Flash Networks, Openwave Mobility and Allot. It was quite apparent that with the exception of Citrix the other companies were small in terms of capital and size. The Citrix brand, reputation, financial viability and its excellent customer service made ByteMobile® ATM our unanimous choice to meet our traffic management requirements,” says Dr. Viriya, Chief Technology Officer, TrueMove.

TrueMove deployed ByteMobile’s ATM solution for optimization and caching of mobile video and web content. The optimization features enabled TrueMove to dramatically improve the subscriber video experience and manage congestion during peak periods of demand.

Citrix ByteMobile’s ATM allows mobile network operators (MNO) to address the challenge of explosive mobile network traffic growth. Leveraging holistic information about each subscriber’s application, web and video traffic, Adaptive Traffic Management applies sophisticated traffic management techniques to help MNOs deliver the highest possible QoE to all subscribers. By dynamically monitoring traffic for each subscriber – from the IP layer to the content layer – Adaptive Traffic Management intelligently adjusts subscribers’ traffic based on policy inputs, applications used by each subscriber, real-time subscriber QoE, and the changing condition of the radio access network (RAN).
Key benefit: reduces video stalling by 37% and improves subscriber QoE
By enabling Citrix ByteMobile’s ATM video optimization features, TrueMove is able to reduce video stalling by 37% and therefore improve the quality of the mobile video experience for its subscribers.

Key benefit: optimizes video bandwidth usage by 28%
By leveraging Citrix ByteMobile’s ATM video optimization and caching applications, TrueMove is able to reach a cache hit rate of 45% and reduce the video bandwidth by 28%. In addition, TrueMove is able to optimize the usage of 3G and 4G networks while improving video user experience.

Key benefit: improves RAN efficiency by 15%
By deploying Citrix ByteMobile’s ATM solution, TrueMove is able to increase RAN efficiency by 15%, resulting in traffic flowing more efficiently, reduced network congestion, improved user experience and reduced costs in the last mile.

Looking ahead
“I am very happy with Citrix’s focus on Telco-grade solutions for traffic management. We look forward to leveraging subscriber centric metrics to further monetize mobile data services and content offerings.” Dr. Viriya concluded.

About Citrix
Citrix (NASDAQ:CTXS) is a leader in mobile workspaces, providing virtualization, mobility management, networking and cloud services to enable new ways to work better. Citrix solutions power business mobility through secure, personal workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. This year Citrix is celebrating 25 years of innovation, making IT simpler and people more productive. With annual revenue in 2013 of $2.9 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

©2014 Citrix Systems, Inc. All rights reserved. Citrix and ByteMobile are trademarks or registered trademarks of Citrix Systems, Inc. and/or one or more of its subsidiaries, and may be registered in the United States Patent and Trademark Office and in other countries. All other trademarks and registered trademarks are property of their respective owners.