

CASE STUDY

SFR leverages Nokia Network Planning and Optimization services to ensure the best customer experience at a large sporting event

NOKIA

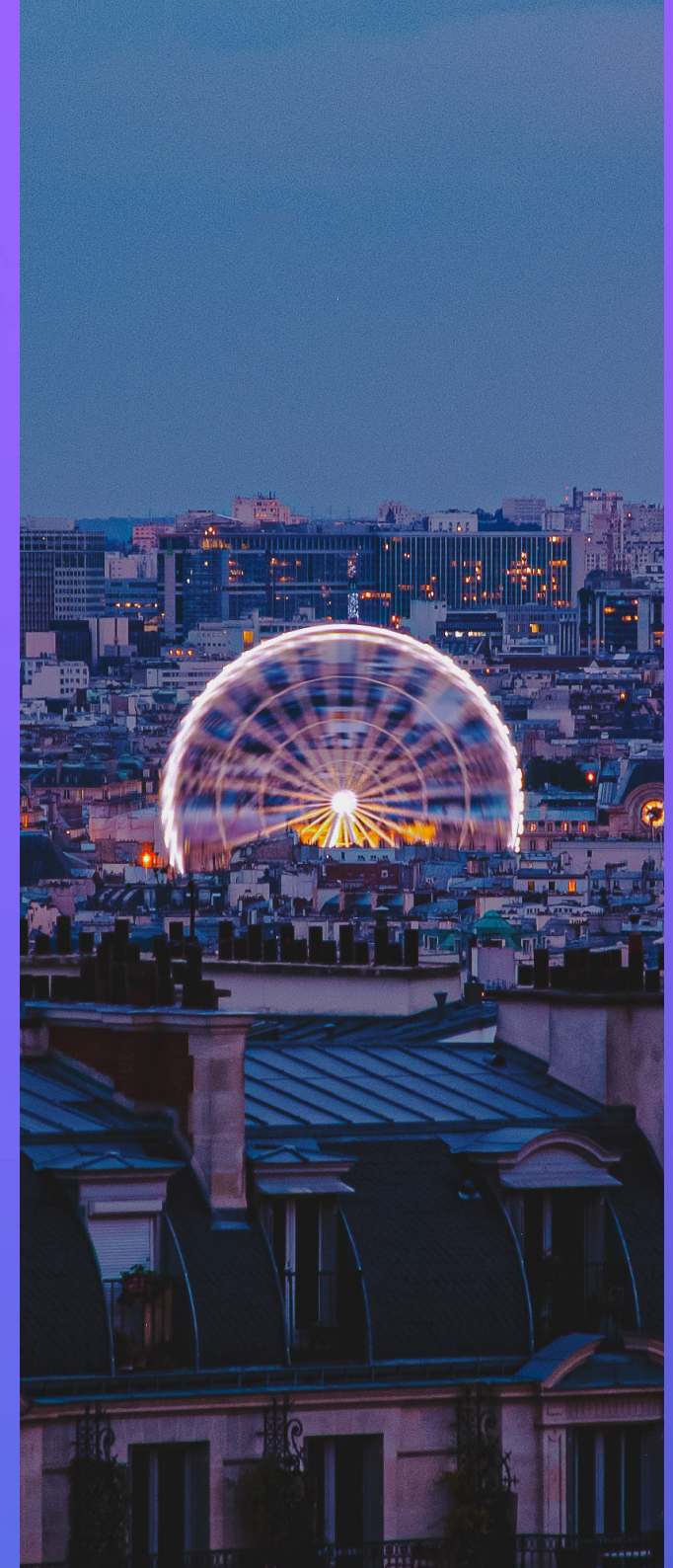
SFR



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“At SFR, we aim to drive digital innovation and enhance network capabilities across France. Our collaboration with Nokia, as our major radio vendor, has been instrumental in achieving this vision, and a game-changer for large-scale events. By leveraging Nokia’s advanced radio portfolio and services, we’ve been able to ensure seamless connectivity for our customers in France during our large sporting event and beyond. Nokia’s support has surely contributed to SFR being named by nPerf as the operator with best mobile internet performance of 2024 in France.”

Olivier Tailfer
CTO, Altice SFR



SFR, in France, used Nokia's Network Performance Optimization portfolio for special event support services during large sporting event

SFR is one of the leading telecommunications companies in France, offering a wide range of services including mobile, providing both consumer and business solutions. As part of the Altice Group since 2014, SFR has invested heavily in expanding its network infrastructure, particularly in 4G, 5G and fiber-optic technologies. The company is known for its innovative services and plays a significant role in advancing digital connectivity across France, serving millions of customers nationwide.

For a recent sporting event in France, SFR played a pivotal role in ensuring connectivity and a robust communication infrastructure across key event venues. Leveraging its extensive experience and advanced network capabilities, SFR collaborated with Nokia to deploy dedicated Network Planning and Optimization services on 4G & 5G networks. This involved setting up temporary mobile Base Transceiver Stations (BTSs), optimizing network performance and providing real-time monitoring to handle the massive data and communication needs during the event.



OBJECTIVE

Secure high end user quality experience for SFR subscribers at large sporting event in France

To ensure optimal traffic handling during the high-load conditions of the event, SFR and Nokia focused on developing and fine-tuning special event parameter templates and optimization methods. They provided quality support on Radio and QoS-related topics during different events, aiming to minimize quality issues and maintain overall network performance. As a trusted service partner, Nokia provided extensive expertise in network QoS and Radio Access Networks (RAN), with proven experience in supporting mass events with very high traffic loads previously.

They were also well-versed in SFR's performance management and optimization processes and tools, leading to successful execution.

Nokia and SFR's approach to connecting this event emphasized flexibility and agility in both the preparation and event support phases, allowing them to adapt quickly to new challenges and priorities as needed. This ensured that there would be successful network performance even under the most challenging conditions.



SOLUTION

Nokia products and solutions, in partnership with SFR teams, covered all key activities during both preparation and event phases

Nokia's Network Planning and Optimization solutions provided comprehensive support and optimization throughout the preparation and event phases of the sporting event, ensuring network stability and performance under high-traffic conditions.

During preparation, Nokia & SFR analyzed key event sites, adjusting around 500 radio sites and 21 temporary BTSs to ensure all strategic locations were covered. Nokia used Operation Support System (OSS) KPIs and Nokia GeoSynthesis for detailed RF coverage analysis, studying other large-scale events to anticipate coverage improvements and resolve potential capacity issues.

Nokia & SFR also implemented a thorough site check process to ensure all identified locations at the event functioned optimally. This involved remote assessments of hardware, software and configurations, with immediate corrective actions applied as needed. To handle traffic load increases effectively, Jointed teams developed customized hotspot radio parameter templates based on location types and event profiles. They identified settings with near-real-time adjustments for congestion issues. Nokia also supported SFR in setting up and testing near-real-time monitoring solutions to ensure a rapid response to any issues.

During the event, Nokia deployed a dedicated expert "Task Force" to work alongside SFR's project team. This team monitored, analyzed and corrected any quality issues affecting the stability and performance of the mobile radio network. The multi-domain team, with 4G/5G Network Planning and Optimization and E2E system expertise, provided extended daily support to maintain seamless network performance and proactively address Nokia Radio and QoS-related issues.

RESULTS

Excellent network metrics from innovative indoor and outdoor optimization solutions effectively deployed for special events

Nokia's preparation for the challenge of supporting the sporting event started well in advance of the event itself. Nokia designed and developed an efficient near-real-time performance monitoring dashboard that included all relevant KPIs. This tool has since become essential for monitoring various venues where daily events are taking place.

In addition to creating the dashboard, all sports and event locations were carefully analyzed and pre-optimized to ensure maximum performance. Nokia also created a detailed reaction plan, documenting necessary actions for any performance issues. This plan was thoroughly reviewed with SFR, and the team prepared templates and macros for rapid network optimizations or parameter changes, ensuring seamless adaptability to challenges.

Nokia teams provided 15 hours of close daily support, working directly with SFR's teams in continuous live calls, fostering real-time collaboration. The network performed exceptionally well throughout the event, covering around 80 daily events across 96 areas, including sports zones, fan zones, VIP areas and stadiums. Teams monitored the network with 17 hours of conference calls each day, making over 800 adjustments, such as fine-tuning antennas, balancing traffic and adjusting power levels, to ensure seamless connectivity and optimal performance. This level of network performance was maintained during the event in entirety.



GLOBAL PERSPECTIVE

Greater connectivity for large events

The collaboration between Nokia and SFR during a recent large sporting event in France showcases the future of global telecommunications and event management. Utilizing Nokia's advanced Network Planning and Optimization solutions, SFR ensured seamless connectivity across multiple high-traffic venues by deploying 4G and 5G networks and temporary BTS

The ability to analyze and optimize network performance, combined with near-real-time monitoring tools developed by Nokia, allowed for swift responses to potential challenges. Nokia's expertise in handling mass events under high traffic conditions,

paired with SFR's in-depth understanding of their infrastructure, delivered an unmatched quality of service. Moving forward, this collaboration highlights the importance of agile network solutions and the role they play in large-scale international events. The success of this approach reinforces the global potential for similar high-stakes deployments, providing future events with the foundation to ensure high-performance connectivity for millions of users.

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NOKIA

At Nokia, we create technology that helps the world act together.

As a B2B technology innovation leader, we are pioneering networks that sense, think and act by leveraging our work across mobile, fixed and cloud networks. In addition, we create value with intellectual property and long-term research, led by the award-winning Nokia Bell Labs, which is celebrating 100 years of innovation.

With truly open architectures that seamlessly integrate into any ecosystem, our high-performance networks create new opportunities for monetization and scale. Service providers, enterprises and partners worldwide trust Nokia to deliver secure, reliable and sustainable networks today – and work with us to create the digital services and applications of the future.

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