LogicMonitor

CASE STUDY

How Somos Finds Problems Before They Reach Customers

SOMOS®

INDUSTRY

Technology

PRODUCTS

Synthetic Monitoring

SOLUTIONS

+ Proactive alerting
+ Location-based synthetic user testing
+ Active observability environment

SUCCESS BY METRICS

+ Faster issue identification
+ Better issue isolation by application or geographic region
+ Full deployment across the enterprise

KEY OUTCOMES

Improved customer service

Easier issue triage and management

How the North American Numbering Plan Administrator Uses 24/7 Monitoring to Improve Customer Experience

Somos is a global provider of telephone number and identity information services. The company oversees more than seven billion telephone numbers used across North America, manages essential phone registries, including the North American Numbering Plan, and acts as the net-neutral Toll Free Numbering Administrator.

That infrastructure supports everyday interactions, from family calls to customer service through 1-800 numbers. When Somos' systems perform well, those interactions work as expected. When they don't, the impact can extend across the phone network.

"Somos is probably the most used but little-known company in North America," said Gary McKay, Director of Agile Service Delivery at Somos.

As part of its work to keep telephone numbers trustworthy, Somos also provides services designed to strengthen trust and reduce fraud. These include RealNumber®, a database of spoofed, invalid, and high-risk numbers that telephone service providers must block.

When Visibility Isn't Enough

For Somos, customer satisfaction depends on keeping its applications available.

"The number one thing is customer satisfaction, that is, making sure that our applications are up and running," said McKay. "If customers are having problems, I want to make sure that they phone home as early as possible."

Initially, Somos lacked the in-house capabilities to achieve complete visibility into its enterprise architecture. The team needed to identify service degradations before users of Somos' registry services noticed them.

> All our applications, from the biggest applications to the smallest ones, both on-premises and in the cloud, are monitored by [LogicMonitor Internet Performance Monitoring (IPM)]."
>
> **Gary McKay,** *Director of Agile Service Delivery at Somos*

What Somos Needed From Monitoring

After reviewing several options, Somos chose LogicMonitor Internet Performance Monitoring (IPM) based on capabilities including:

- Integration with the Somos enterprise network
- A broad array of testing nodes that enable end-user testing across North America and overseas
- Proactive alerting that lets Somos know about issues before customers experience a service degradation or have trouble logging into the registry

With LogicMonitor IPM embedded in Somos' systems, McKay and his team can actively test end-user experiences throughout North America and overseas.

"It gives us a global synthetic test environment that allows us to look at all of the things that are going on and whether or not we're having problems in certain segments of the country or if we're having problems with certain segments of the application," said McKay.

CATCHING PROBLEMS BEFORE CUSTOMERS DO

After deploying LogicMonitor IPM, the Somos engineering team changed how it identified problems within its systems. Previously, an issue might only come to light when a customer had trouble accessing Somos' systems. Now, LogicMonitor IPM can alert engineers to potential issues before customers experience them.

"[LogicMonitor IPM] usually finds an issue first before all the rest of the alerting stack does, before the backend stuff starts phoning home," said McKay. "When we start seeing alerts from all over . . . we can take that alert and do something about it."

FROM ONE USE CASE TO THE WHOLE ENVIRONMENT

LogicMonitor IPM's alerting and testing capabilities worked well in McKay's initial use case, so Somos expanded its use company-wide. Today, LogicMonitor IPM monitors all Somos applications, both on-premises and in the cloud.

> [LogicMonitor IPM] is the first line of defense. And it's usually the last confirmation when we fix something. If somebody from the help desk is calling, [LogicMonitor IPM] gives us the extra level of comfort to know that hey, everything's okay."
>
> **Gary McKay,** *Director of Agile Service Delivery at Somos*

What Telecommunications Teams Can Take From It

For telecommunications providers, the sooner teams identify a service issue, the sooner they can investigate it and respond.

Somos' experience with LogicMonitor IPM shows how proactive issue detection can:

- Improve client satisfaction
- Increase clients' confidence in their ability to provide services to customers
- Provide peace of mind when resolving infrastructure issues
- Bring together data from on-premises and cloud architecture for greater visibility

For teams responsible for essential telecommunications services, ongoing observability and on-demand testing enable monitoring of service performance before issues reach customers.

ABOUT SOMOS

Somos is a global provider of telephone number and identity information services, overseeing more than seven billion telephone numbers used across North America. Somos works to protect the trust between enterprises and consumers when they communicate via toll-free, local, and wireless numbers. By managing national and international registries and providing a robust set of anti-fraud solutions, Somos is committed to protecting consumer trust in telecom and enabling authentic and seamless communication between people, businesses, and all other important organizations.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and our blog, or follow us on LinkedIn, X, Facebook, and YouTube.

See What Earlier Issue Detection Could Look Like

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