

WIRELESS NETWORKS

[Telefonica Movistar Argentina handles data demand with help from Enea](#)

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Leading operator Telefonica Movistar Argentina has deployed a complete traffic management solution from telecommunications software company Enea to help it handle the high consumption of data being experienced in Argentina due, in part, to the ongoing pandemic.

Enea says that the software will be used to effectively manage the demand not just for mobile data but also for video streaming and the subsequent rise in levels of over-the-top (OTT) service encryption.

There's certainly a lot of demand to manage. With a subscriber base of over 27 million, Telefonica Movistar Argentina has one of the largest footprints in South America. It is part of Telefonica, one of the largest integrated communications operators in the world, with a presence in 14 countries.

In order to ensure that subscribers do not suffer from poor QoE – such as buffering and degraded video quality – Enea says that its Encrypted Video Manager – part of the Traffic Management Suite originally developed by Openwave Mobility – enables transparent classification of encrypted video flows to balance picture and playback video quality in real time.

By managing encrypted video in this way, Enea says that Telefonica's network now delivers 30 percent more video volume using the same infrastructure and at a consistent quality across subscribers.

The overall increase in network capacity has been complemented by a 25 percent reduction in latency with Enea's TCP Acceleration.