


SOLUTION: SERVICE QUALITY MANAGEMENT



PREVENT SERVICE ISSUES AT EVERY STAGE OF THE SUBSCRIBER JOURNEY

END-TO-END SERVICE QUALITY MANAGEMENT

SOLUTION BENEFITS:

1

**End-to-end service
quality reporting
and management**

2

**Active monitoring
and network
performance testing**

3

**Visibility into
the customer
network**

4

**Per-device
and network-
wide KPIs**

MAINTAIN CONSISTENT SERVICE QUALITY AND CUSTOMER SATISFACTION WITH A COMPREHENSIVE SQM SOLUTION



Diagnosing the source of a subscriber's service quality issue can be difficult. For example, if a subscriber has poor IPTV or WiFi reception, the problem could originate at the headend, in the transport layer, within the last mile, or most likely, within the customer premises.

Without insight into every step of the service delivery journey and a way to collect data from disparate systems along the way, it can be challenging to pinpoint and resolve the problem. Furthermore, it is nearly impossible to provide

proactive care to detect and block an issue from affecting the subscriber experience.

More than half of all service issues occur within the customer premises; however, problems can occur at all stages of service delivery. Within the home network there may be signal blockage or range issues affecting the service of a WiFi connected device, while outside the network channel interference from nearby cell towers or neighboring networks, an error in the transport layer, or last mile connectivity can all affect service quality.

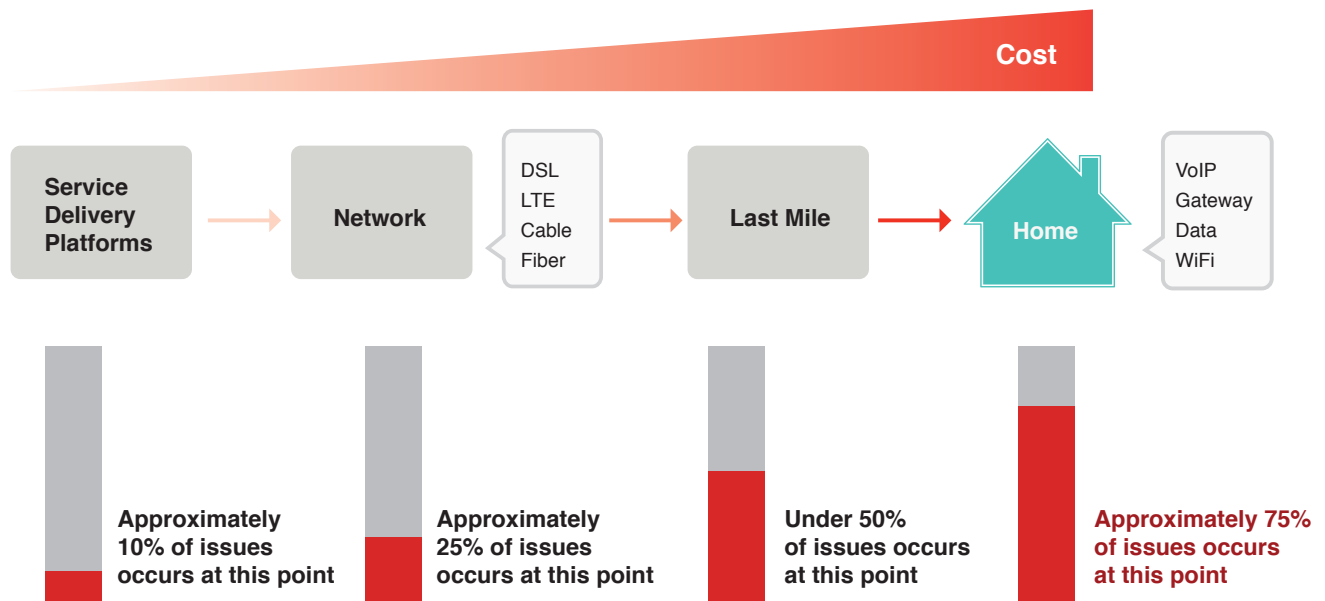


Figure 1: Issues and associated costs increase at different stages of service delivery



How can you adequately understand the factors concerning the customer experience unless you can see the external factors affecting service quality?

A robust Service Quality Management solution is essential to improve and maintain consistent quality

of service (QoS) and customer satisfaction. The Incognito Service Quality Management solution is an end-to-end platform that enables communication service providers to monitor and manage every stage of service delivery.



Better Intelligence. Better Solutions. Better Experience.

SCHEDULE A CONSULTATION

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This solution leverages the advantages of TR-069, SNMP, TR-143 and other IoT protocols to enable:

- Visibility into the customer network and nearby signal interference
- Network-wide and per-device key performance indicator (KPI) reporting
- Active monitoring and network performance testing
- Remote management of customer premises equipment to detect end user faults or device-related problems
- Customizable dashboards to easily identify service issues and improve quality

Easily collect and refine relevant data to enable service quality improvements at every stage of the service delivery journey, enhance subscriber QoE, and improve customer satisfaction.

KEY CAPABILITIES:

Network-Wide and Per-Device Analytics

High frequency, network-wide monitoring enables the extraction of data from multiple external OSS/BSS platforms to build KPIs. Pull data from disparate sources and process the information into one business metric on a continuous or configured schedule, and build KPI reports that send automated alerts for abnormal performance results.

Extensive Reporting Capabilities

Actionable intelligence is presented on user-specific dashboards so that relevant information can be used to benchmark and improve service quality.

Statistical Monitoring and Network Performance Testing

The TR-069 suite of protocols include specifications for active monitoring of the broadband access network and understanding network quality outside the subscriber network. This gives the operator

insight into end-to-end paths, network-initiated tests, per CPE monitoring, and speed tests to get a fuller picture of network-wide service quality.

WiFi Service Quality Analytics

Easily deploy new devices and automate the synchronization of settings across connected devices on a managed WiFi network with end-to-end provisioning and management of TR-069, OMA-DM, and SNMP devices beyond the customer gateway. Automatic provisioning and WiFi channel selection enables wireless plug and play for a better end user experience.

Vendor Agnostic and Flexible

Vendor-agnostic and open API support enables OSS/BSS integration connecting subscriber devices with CSRs, administrative staff, and back-office systems to provide operational benefits across the whole organization.

THE INCOGNITO PHILOSOPHY

Broadband service providers worldwide use Incognito products to solve their device provisioning, network intelligence, resource management and service activation challenges. In addition to helping you increase operational efficiency and monetize IP-based services, Incognito also delivers:

Flexible Modular Solutions.

Get software solutions that fit your needs, not the other way around. Our extensive toolkits and experienced integration experts ensure that you can easily integrate any Incognito solution into your existing systems.

Customer-Centric Approach.

Be heard. We listen to and take your suggestions seriously. That's why 80% of new product features are a direct result of customer feedback.

Support Services.

We're committed to your success. Our experienced professional services team can design custom solutions to suit your needs, while our support team is available 24/7 to answer your questions.