MONETIZATION AND ANALYTICS PLATFORM

TAKE THE GUESSWORK OUT OF NETWORK INVESTMENT

Benefits:

1. Avoid trial and error and make smarter network investments based on real subscriber usage data

2. Save time by easily cross-referencing subscriber details, macro network information, and utilization statistics

3. Enhance QoE by identifying network congestion, peak usage periods, and tracking trends in different regions

Gain Insight Into Network Utilization To Enhance Decision Making

Network planners are constantly trying to stretch resources and plan ways to give subscribers the best possible quality of experience (QoE). The challenge is to accurately identify areas of network congestion, pinpoint peak periods, and make the right investment at the right time. However, too often these important decisions are driven by trial and error due to difficulty reconciling separate silos of information.Take the guesswork out of network planning with Monetization and Analytics Platform. This solution delivers the insight you need in a simple-to-understand format to accurately monitor bandwidth usage, track trends, and improve QoE where it is needed most.

Gather Accurate Data to Drive Informed Decisions

Through IPDR data captured directly from the CMTS, Monetization and Analytics Platform processes service statistics and per-subscriber usage into usable metrics. IPDR collects critical data about every subscriber device on the network without affecting network performance or overstraining your hardware because data is periodically collected out of band, regardless of your DOCSIS version or CMTS vendor. Monetization and Analytics Platform has a high performance engine that normalizes, compresses, and centrally stores this data to deliver key metrics to help you make informed business decisions.

Save Time Cross-referencing Data

Use Monetization and Analytics Platform to quickly find and cross-reference different data points to understand traffic patterns and usage in a particular location. This solution correlates service flow events with account information and network data so that you have all the information you need to make a decision at your fingertips.

For example, your engineering team may recommend reallocating CMTS equipment on your network to improve customer QoE in fast-growing regions. To make an informed decision, you would need to find and cross-reference divergent data points including:

- Where premium subscribers are located
- Where residential and commercial customers are located
- Where traffic congestion is a problem
- Where subscriber numbers are growing

With Monetization and Analytics Platform, you can pull up this data in an instant through the web-based interface. The solution's heat map lets you visualize the results, track traffic patterns, and understand subscriber usage in the area. Engineers can then work with management and other stakeholders to decide whether to invest in areas with higher traffic, larger concentration of premium subscribers, or areas that show the highest rate of subscriber growth.

Drill Down and Flexibly Define Search Criteria

Every business will make investment decisions based on different criteria. With Monetization and Analytics Platform, all your subscriber and network usage information is in one place, allowing you to tailor your information search to suit your needs.

Filter down to view an individual CMTS, and view only the subscribers connected to that CMTS. This information is available in multiple views via charts and tables. Add utilization criteria to find macro network data such as subscriber concentration per plan and per utilization.
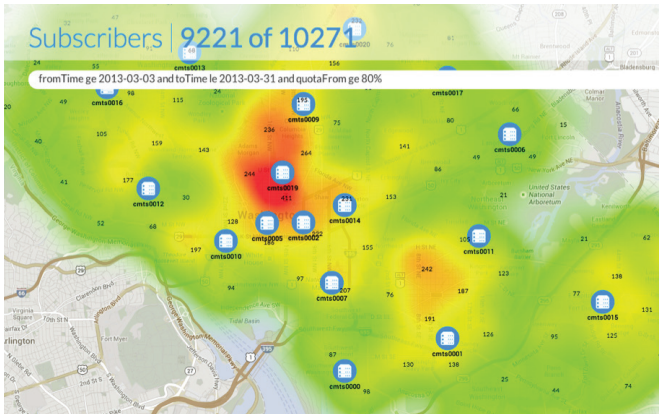

Figure 1: View where subscribers are heavily concentrated.

To view direct congestion impacts, chart data by the number of impacted subscribers, the length of congestion time, and the service level promised to each subscriber. Cross reference this information against historical data with the click of a button to understand subscriber growth in the region over a selected period.

This allows network engineers to easily view network utilization and service information from a macro and individual CMTS level, cross-reference with subscriber data, and track trends across your network to plan for future upgrades.

Simplify Decision Making with Easy to Understand Data

Information is only useful if it is available in a useable format. Export any report or data from Monetization and Analytics Platform into a CSV file for easy sharing. Utilization information is easily grouped by geographic location, usage durations, impacted subscribers, and types of plans. Data is summarized in table format to allow for easier decision making. No matter where they are, network administrators, engineers, and product managers alike can easily access essential data through the solution's web-interface.

By gathering per-subscriber service usage information through Internet Protocol Detail Record (IPDR), Monetization and Analytics Platform processes and organizes cable network data into trends and reports that can help you make smarter business decisions — from network planning, and service experience enhancement, to subscriber usage monetization and fair usage policies.

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 expereinced 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.

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Better Intelligence. Better Solutions. Better Experience.

SCHEDULE A CONSULTATION

email: solutions@incognito.com   **web:** www.incognito.com