

SOLUTION: MONETIZATION AND ANALYTICS PLATFORM



# INTELLIGENCE AND CONTROL PLATFORM FOR BROADBAND NETWORKS

**INNOVATE SERVICE PORTFOLIOS AND OPTIMIZE NETWORKS  
WITH PREDICTIVE ANALYTICS AND POLICY MANAGEMENT**

## **SOLUTION BENEFITS:**

1

**Optimize network  
investments with  
visualization and  
analytics**

2

**Grow subscribers  
and revenues  
with new service  
models**

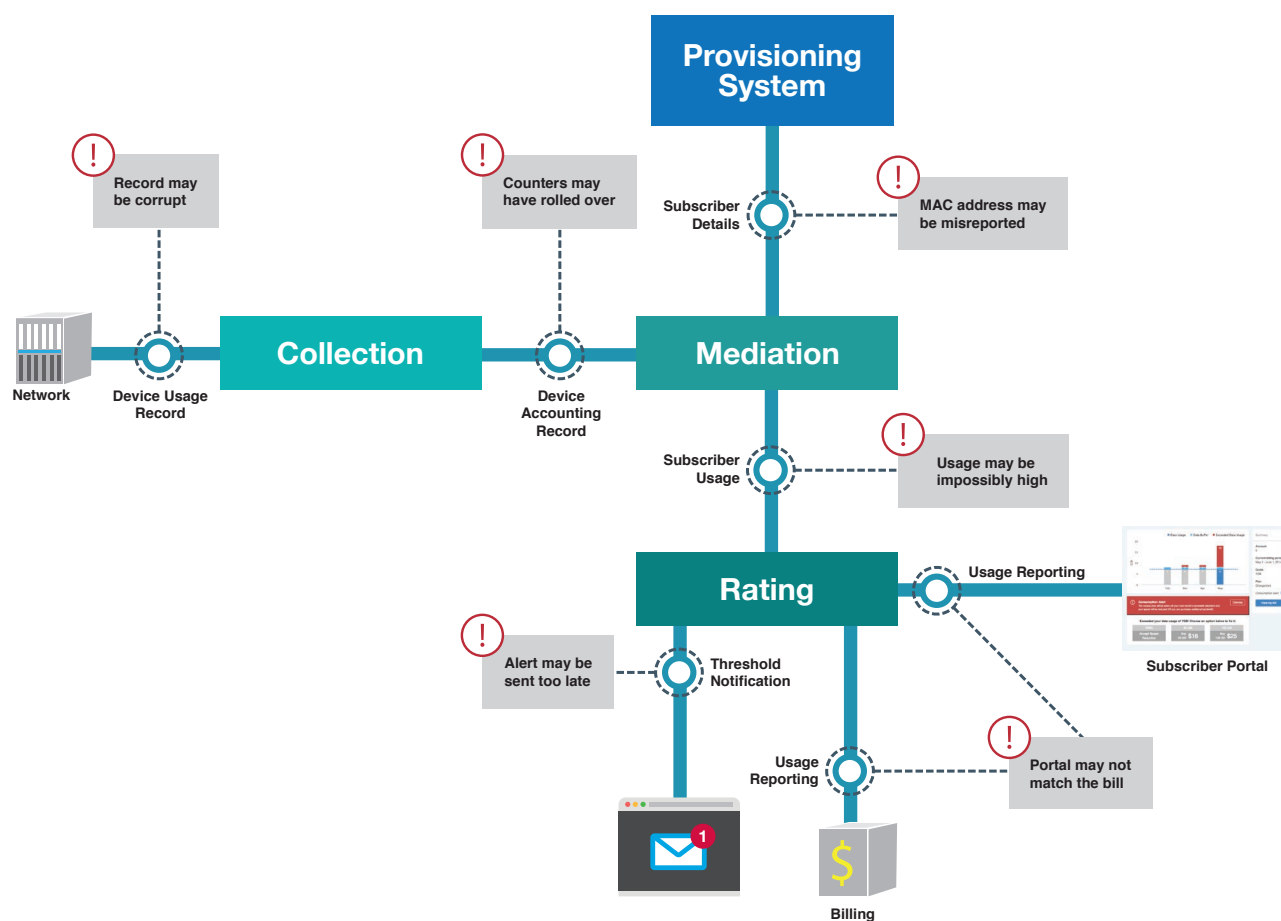
3

**Identify market  
and service  
opportunities with  
subscriber insights**

4

**Improve  
service QoE  
with policy  
control**

# CHALLENGES IN NETWORK INNOVATION AND OPTIMIZATION



**Figure 1:** Service providers face many challenges when attempting to monetize and analyze network services.

Managing broadband resources efficiently and effectively has never been more important for service providers. The staggering growth of bandwidth usage from streaming video, and soon virtual reality, is coinciding with reduced revenues for traditional TV and phone services. Service providers need better visibility into resource consumption and better control of service delivery to meet the diverse needs of an evolving marketplace.

Network investments are increasingly challenging. Determining capacity upgrades has been closer to an art than a science for many network operators. With ARPU growth slowing and usage surging, there has never been a more important time for data driven investment decisions.

Service providers need to diversify their solution portfolios with usage and network management create customer value across different consumer and business segments. To do that, service providers need:

- Charging and network policies
- Subscriber service insights
- Machine learning & predictive analytics

Incognito Monetization and Analytics Platform unleashes innovation for increased revenues and optimizes network investments. It delivers the service intelligence and control required to manage a diversified network service portfolio.

# MONETIZATION AND ANALYTICS PLATFORM FOR BROADBAND SERVICE PROVIDERS

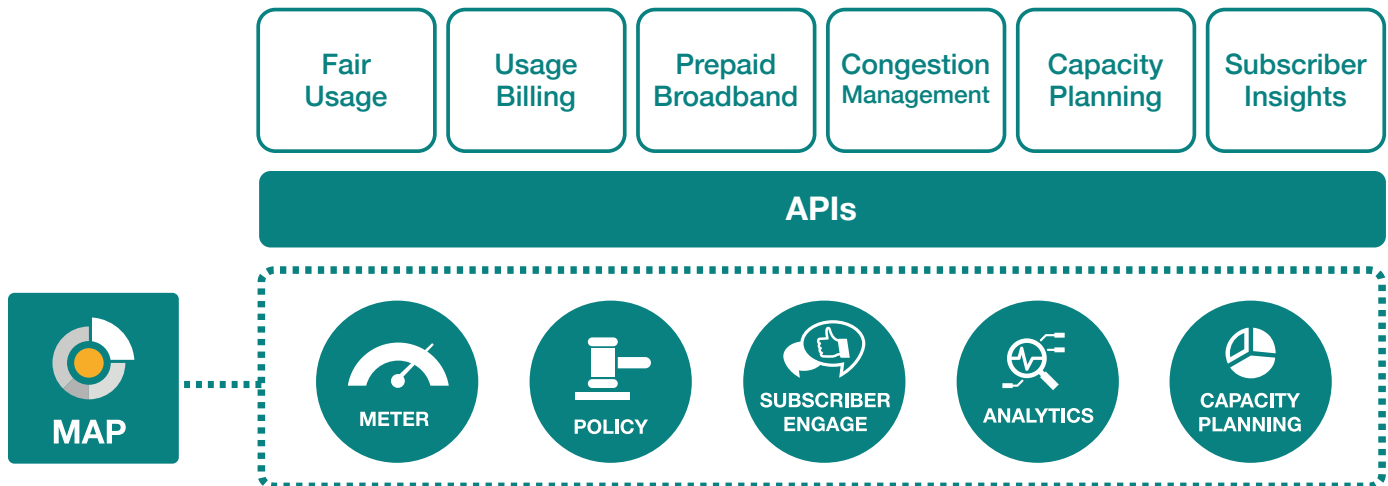


Figure 2: Incognito Monetization and Analytics Platform modular architecture enables innovation and optimization.

## MONETIZATION AND ANALYTICS MODULES:

- |  |                              |  |
|--|------------------------------|--|
|  | <b>Meter</b>                 | <b>Accurately measure subscriber usage and service performance</b> with highly scalable network collection and mediation. Capture subscriber usage, and network utilization to gain granular intelligence into service performance.  |
|  | <b>Policy</b>                | <b>Manage service delivery and improve service experience</b> with network traffic policy control based on subscriber status, network conditions, and service rights. Improve subscriber service experiences by with congestion management and innovate service portfolios with new offerings. |
|  | <b>Capacity Planning</b>     | <b>Gain visibility into traffic patterns, peak congestion periods, and broadband usage patterns</b> to make more informed decisions on network capacity investments. Pinpoint where network investments make the greatest impact based on trends and predictive analytics.                     |
|  | <b>Subscriber Engagement</b> | <b>Improve subscriber engagement</b> with self-service portals and active notifications. Application modules and frameworks reduce development complexity and speed time to market for new services.   |
|  | <b>Analytics</b>             | <b>Understand subscriber experiences and behaviour</b> to identify churn risks and upsell opportunities. Analyze subscriber service usage to identify new product opportunities.   |

# INNOVATE SERVICE PORTFOLIOS AND OPTIMIZE NETWORK INVESTMENTS

Incognito Monetization and Analytics Platform enables intelligence and control in the network that allows service providers to gain subscriber and service insights, optimize network performance and

investments, and enable service innovation. Create new services faster, manage service experience better, take the guesswork out of network capacity planning - all from a single modular platform.

## PLATFORM HIGHLIGHTS:

### Improved Network Visibility

Meter collects data from your networks for real-time policy enforcement, network operations management, and market planning. Meter can determine the state of the network and subscriber devices to understand service impacts at a network level.

### Policy Controlled Services

Policy Manager can apply network traffic policies to subscribers based on service plan, network conditions, and subscriber status. Dynamic service control can enable new services including Turbo Boost and Prepaid Broadband. Policy Manager is network and service aware allowing it to control service experience at a network (not application) level.

### Optimized Network Investment

Capacity Planning reporting, dashboards, and what if analysis that pinpoint network investments that maximize experience and marketing results. Capacity Planning delivers an integrated view of historical, current, and future network capacity profiles

### Broadband Service Innovation

Monetization and Analytics Platform provides the innovation capabilities service providers require to offer diversified services portfolio that can include usage based billing, fair use policies, on-demand features, and prepaid data. The platform enables product management and marketing teams with the capabilities to develop, deliver, and monitor services.

## THE INCOGNITO PHILOSOPHY

### 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.



**Better Intelligence. Better Solutions. Better Experience.**

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