



A Guide to Choosing the Right Solution to Capitalize on Your Network Data

Discover the key advantages and unique differentiators of Incognito's MAP solution compared to other vendors



Overview

In today's digital age, where broadband connections seamlessly intertwine with daily life, subscriber data has become the new oil. Successful monetization of subscriber insights is critical for service providers, as gaining a competitive edge is no longer just about connecting people but understanding them – their needs, behaviors, and impact on operations. The key lies in collecting accurate, real-time data and deriving actionable intelligence from it.

While having a network analytics solution in place is critical to helping grow revenues, improve efficiencies, and lower costs, choosing the right solution demands careful consideration. With many options available, service providers must evaluate several factors which can significantly impact their business, including flexibility, price, and functionality.

This fact sheet offers a guide to help service providers make their software decision easier, shedding light on the key differentiators and advantages offered by **Incognito's Network Monetization and Analytics Platform (MAP)** in comparison to competing solutions. By understanding how Incognito's solution stacks up against other vendors, you can make an informed decision to find the right tools for success in an increasingly data-driven world.

Unlock New Opportunities with Incognito MAP

Incognito's Network Monetization and Analytics Platform is a massively scalable, multi-perspective big data intelligence solution empowering service providers to fully capitalize on their network data for business growth and enhanced subscriber experiences. The platform delivers real-time, standards-based data collection, a holistic view of usage and performance data, and the ability to optimize networks and deliver proactive care using machine learning and closed-loop automation.

Incognito's proven performance is unrivaled by any other data collection and analytics solutions in today's marketplace. While other vendors often require multiple products to be bundled together to achieve the same functionality or impose OpEx-heavy deals, Incognito's approach is refreshingly different. Let's dive into what makes Incognito's MAP solution a market leader.

1. Business Model



With Incognito's MAP solution, service providers can take advantage of cost savings with a perpetual licensing model. This CapEx-focused approach allows operators to make a one-time upfront investment in the solution, leading to significant savings over time without recurring subscription fees or ongoing operational expenses associated with SaaS-based models. Enjoy predictable costs, reduced financial risk, and scalability to fit your growing needs.

2. Functionality



Incognito's carrier-grade solution eliminates the need for multiple, disparate network analytics and intelligence tools while providing accurate insights into all network activity. With MAP's three modules, network, marketing, and product teams can collaborate within a single platform to quickly diagnose network issues, identify new market opportunities, and improve service delivery.

- **MAP Monetize:** Increase revenues by identifying and acting on subscriber behaviours, interests, and needs, including out-of-the-box reporting for the FCC's Affordable Connectivity Program (ACP).
- **MAP Act:** Streamline network processes using policy-driven automation to enhance the customer experience and protect revenue.
- **MAP Proactive:** Optimize network performance and proactively identify and resolve service quality issues before they impact customers using analytics and machine learning. Operators can also leverage insights to proactively plan immediate and long-term network capacity requirements.

While other solutions focus on collecting subscriber and network analytics for billing purposes and/or fault management, MAP's three modules empower service providers to extract intelligence from their data and act on it. With Incognito's comprehensive network analytics solution, service providers can gain unparalleled control over their network by automating service changes through configurable policies. Additionally, Incognito's solution provides a deeper understanding of network performance and subscriber usage, enabling operators to proactively identify and resolve issues, preventing impacts on customers. This valuable data can also be leveraged to introduce new services and improve existing ones to satisfy subscriber demand and increase revenues.

3. Network Convergence



With growing investments in fiber and 5G technology, service providers face challenges handling surges in data volume, velocity, and variety. This is why Incognito's centralized analytics approach spanning multiple network equipment and access technology is so valuable. By leveraging standards-based IPDR and IPFIX data collection, MAP abstracts underlying network technologies across fiber, cable, fixed wireless, and mobile. This allows for more efficient operations, with extendable data models and purpose-built analytics for service monitoring and proactive network maintenance.

In contrast, competing vendors often require multiple solutions working in technology silos to process data across multi-network environments, resulting in fragmented data processing and swivel-chair operations. Incognito's MAP solution simplifies network analytics, empowering operators to stay ahead of the curve.

4. Flexibility and Scalability



For many operators, complete control over network data is critical for business success and growth. Incognito stands apart from other vendors by allowing service providers to control and configure their data themselves, without needing to request changes to data and reports. MAP empowers operators to own their network data. No more black boxes – only transparent and actionable data insights. What's more, MAP's highly available, horizontally scalable architecture can process over 10 billion transactions per day, ensuring efficient handling of vast amounts of network analytics data.

5. Business Stability



When selecting a solution, service providers seek a dedicated, dependable partner for their network analytics needs. Choosing Incognito's MAP solution is not just about investing in cutting-edge technology, but also in a long-term partnership built on trust, reliability, and commitment to success. Backed by Constellation Software, Canada's largest independent software company, Incognito has the freedom to continuously invest in product development and prioritize customer needs without the risk of uncertainties. Where other vendors stop investing in their products, Incognito remains committed to meeting the demands of operators worldwide.

Summary

Incognito's Network Monetization and Analytics Platform (MAP) offers a market-leading solution that enables real-time data collection, simplifies data analysis, and provides more control over broadband service delivery. With its massively scalable in-built collector, analytics engine, and easy-to-understand dashboards, Incognito's solution helps make your network data meaningful and gives you the tools to act on it.

Schedule your personalized demo at www.incognito.com/contact.



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