

**Solution:** Digital Home Experience  
**Product:** Service Quality Manager

# Prevent service issues with end-to-end service quality management

Holistically optimize network and home services with Service Quality Manager

Service Quality Manager benefits:

1. *End-to-end service quality reporting and management*
2. *Active monitoring and network performance testing*
3. *Visibility into the customer home network*
4. *Per-device and network-wide KPIs*

# Maintain consistent service quality and customer satisfaction with comprehensive service quality management

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 within the digital home network.

Without insight into each service delivery process 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 impacting the subscriber experience.

More than half of all service issues occur within the digital home; 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.

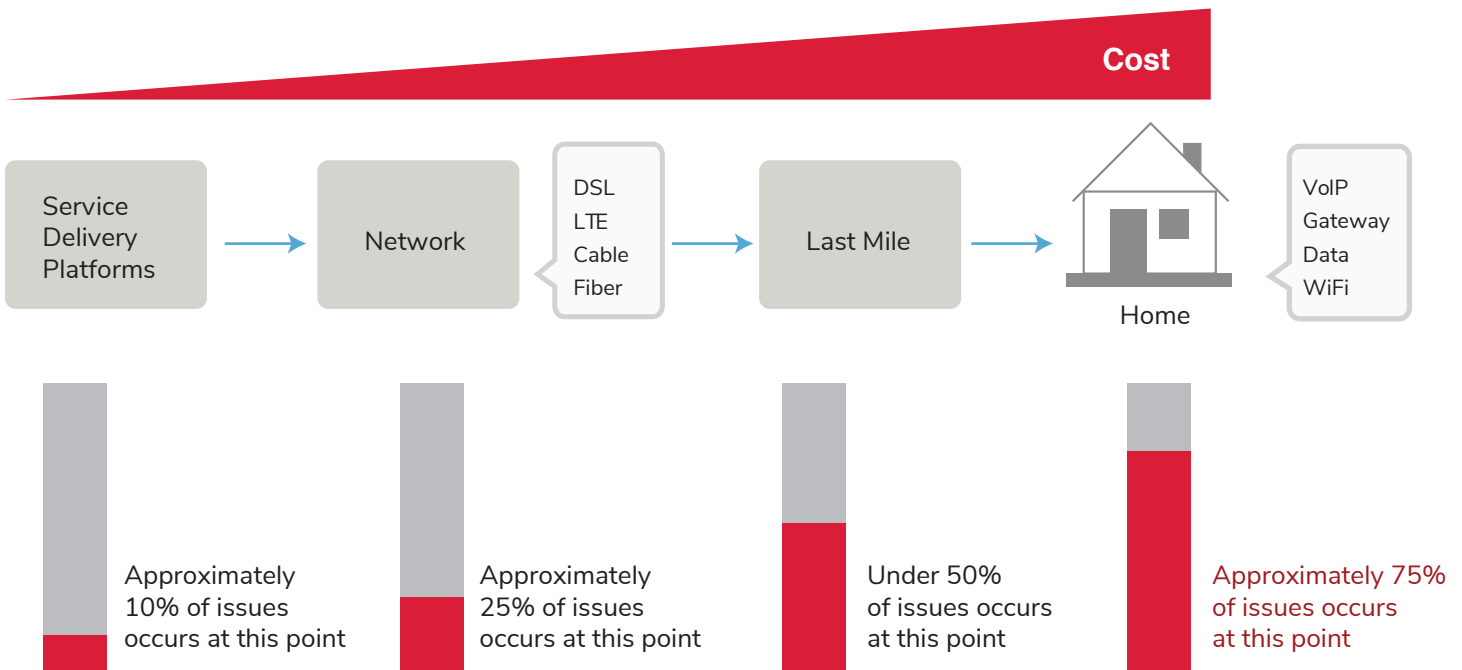


Figure 1: Issues and associated costs increase at different stages of service delivery.

How can you adequately understand the factors impacting the digital home experience unless you have visibility of the external factors affecting service quality and the ability to pinpoint where the issues are occurring?



The Incognito Service Quality Manager is a software platform that improves service quality management so that communication service providers can monitor and manage every stage of service delivery to improve and maintain consistent quality of service. This solution leverages the advantages of TR-069, SNMP, and TR-143 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 an holistic 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 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 APIs support OSS/BSS integration connecting subscriber devices with CSRs, administrative staff, and back-office systems to provide operational benefits across the whole organization.



## About Incognito Digital Home Experience solution

The Incognito Digital Home Experience solution uniquely empowers CSR personnel and the home network residential user to proactively troubleshoot and resolve home network experience technical issues. It decreases the time it takes to resolve customer calls to the help desk by improving first call resolution rate with better digital home and device insights, reduces operational costs with less truck rolls, and improves customer satisfaction with ongoing service quality management and real-time KPIs. The solution comprises Incognito Auto Configuration Server, SmartCSR, Subscriber Self-Care Portal, Service Quality Manager, and Key Performance Indicator Dashboard.

## About Incognito

Incognito Software Systems Inc. provides software and services solutions to help global service providers manage and monetize broadband services. Over 300 customers worldwide, including Cox, Claro, Globe, Foxtel, and SingTel, leverage Incognito solutions to fast-track the introduction of innovative broadband services over fiber, LTE, and cable technologies, while delivering a great customer experience. The company is a division of the Volaris Group, an operating group of Toronto-based Constellation Software Inc.

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