

MONETIZATION AND ANALYTICS PLATFORM

INCREASE REVENUE THROUGH TARGETED UPSSELL

Benefits:

1. Easily identify heavy users within a particular region or time period
2. Save time by collating multiple data points to accurately pinpoint candidates for subscription upgrades
3. Drive new revenue by quickly building new sales and marketing campaigns based on simple-to-understand data
4. Gain actionable intelligence on subscriber usage to encourage upgrades

Drive New Revenue With Instant Access To Top Talkers

Understanding network and subscriber bandwidth utilization is essential for service providers to deliver profitable offerings and make the most of existing resources. However, it's not always easy to identify the right subscribers for an up-sell campaign in a particular market.

What if you could easily view bandwidth utilization patterns, plot geographic and historic trends, and cross-reference subscriber data with Internet Protocol Data Record (IPDR) information captured directly from the CMTS? The Monetization and Analytics Platform provides you with powerful analytical tools to easily identify subscribers and regions that have potential for upgrades — all with the click of the button.

Find Top Users in an Instant

Business analysts, marketers, and sales teams need to be able to identify potential users for upgrades. Easily visualize which subscribers are using above their quota or are close to their limit with integrated reporting.

This heat map instantaneously highlights which plans your subscribers are on and how much bandwidth they are using within a geographic area. At a glance, you can see:

- Where potential target users are located
- How much bandwidth they are using
- How this affects traffic in the area
- Potential target regions for upgrade campaigns or trials

For example, your business analyst wants to increase revenue in the Washington, D.C area. Monetization and Analytics Platform lets you easily pinpoint all subscribers in this region who have used more than 80% of their allocated quota in the current billing cycle. The heat map gives you a visual overview of how many users meet this criteria and where they are concentrated.

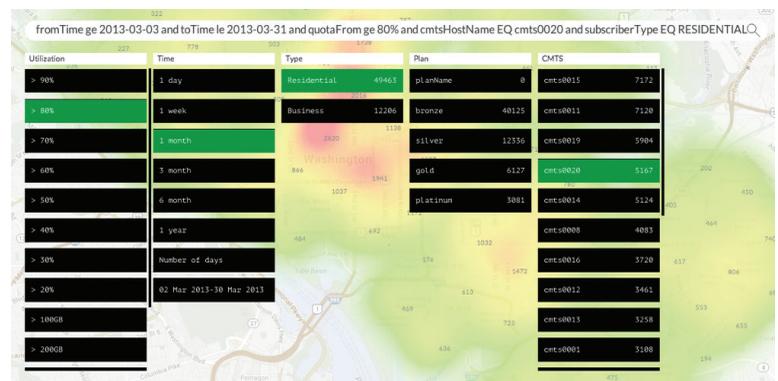


Figure 1: Filter subscribers based on your criteria.

Flexibly Define Search Criteria

Further narrow down your search to target specific sub-groups by adding extra filtering criteria. This simplifies the time-consuming task of cross-referencing data from your subscriber database against historical records, CMTS data, and other macro network statistics. You can also focus your search on residential or commercial subscribers, individual CMTS equipment, and types of plans.

For example, using the above scenario, you can scroll through historical data from previous months to further narrow your search. This lets you find subscribers who have used more than 80% of the Bronze plan quota in three consecutive months. You can then export the list of users that meet this criteria for the months of September, October, and November, including Subscriber ID, Plan, Quota, and Utilization. As a result of this cross-referencing, it is possible to pinpoint which subscribers have consistently showed high utilization patterns in all three consecutive months.

This information can be passed to the sales and marketing teams for a targeted campaign to motivate these subscribers to upgrade to the Gold plan, where their speed and data allowance will be increased. You can also use the calendar search tool to track the success of the campaign, for instance, to see how many subscribers upgrade from the Bronze to the Gold plan after being targeted in the sales and marketing campaign.

Simplify Data Mining to Create New Revenue Streams

Reduce time spent digging for data in different systems and drive more successful marketing campaigns. Monetization and Analytics Platform brings together different data points in one location to allow sales and marketing teams to quickly identify users for upgrades and create new revenue opportunities based on actual performance metrics.

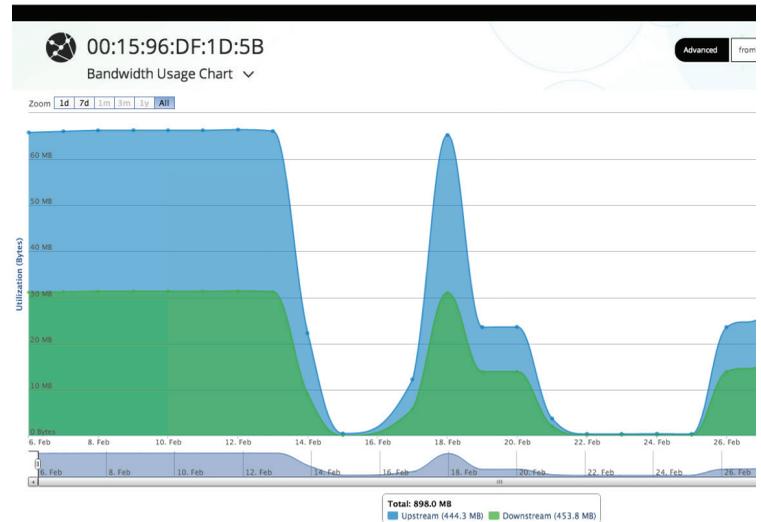


Figure 2: View usage trends of specific devices or groups of devices matching your criteria.

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.



Better Intelligence. Better Solutions. Better Experience.

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