

Using Network Analytics to Increase Profitability

How valuable is a correct decision?

A successful Internet business strategy requires sufficient insight to make informed decisions regarding service plans, management policies, capital investments and premium offerings. Network operators have long since had access to detailed information from billing and operations systems, but only recently is that information being combined with application-level awareness of per-subscriber Internet usage.

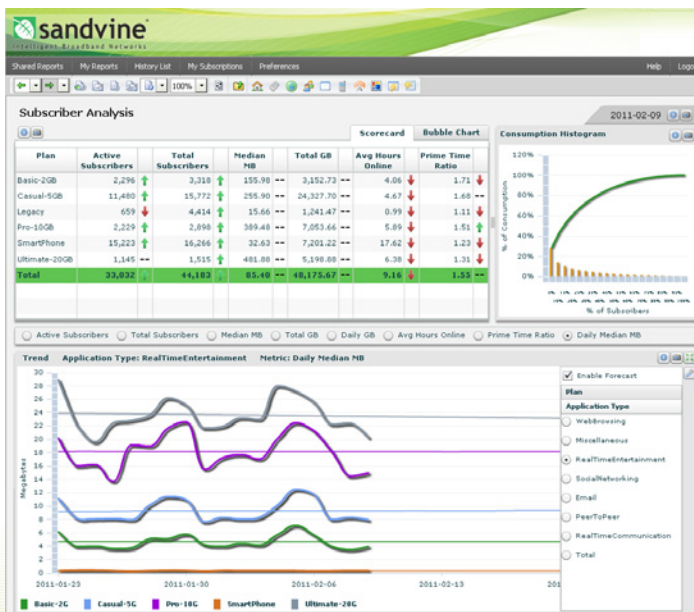
Network Analytics drives sound decision-making by enabling informed decisions, and informed decisions are optimal. Sometimes, the consequences of the wrong choice might be easily rectified, but sometimes a poor decision will cause enormous damages and a missed window of opportunity. Service providers owe it to themselves to invest in solutions that ensure decisions are made with a full understanding of all the relevant facts.

With Network Analytics, assumptions give way to facts, and decisions are based on knowledge rather than well-intentioned guesses.

Right-Time Information for Real-Life Decisions

Network Analytics lets you focus on the meaning of information, rather than spending your effort on its acquisition and processing. Dashboards are refreshed every day, so your decisions are based on up-to-date information. By separating high-level use-cases into distinct dashboards, and dividing more focused charts between functional tabs, the facts you need are easy to find and are available right when you need them. For instance:

- Use the **Network Summary Dashboard** to monitor overall network developments and track your organization's key performance indicators
- Let the **Real-Time Entertainment Dashboard** show you metrics that matter, including how many videos your subscribers watch, for how long they watch, and their video quality of experience
- Plan your congestion management policies based on the granular insight provided by the **Traffic Management Dashboard**, then use the same dashboard to demonstrate the positive impact of those policies
- Dive into the segmentation provided by the **Usage Management Dashboard** to identify opportunities to launch new services, driven by real subscriber habits rather than costly and unreliable market surveys

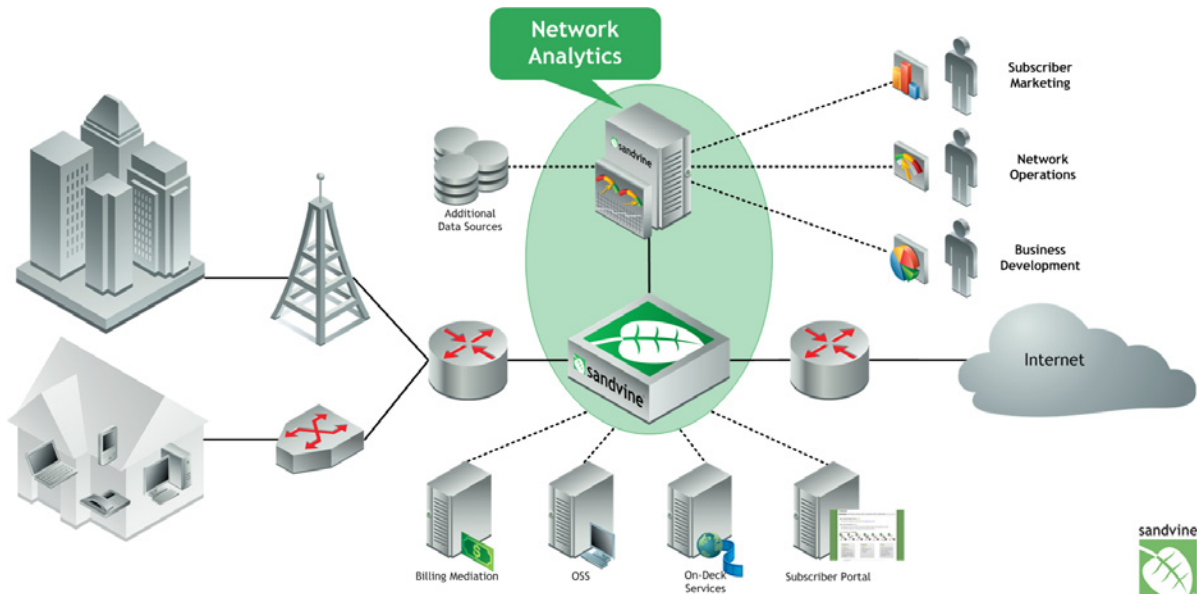


Key Benefits

- Measurable business impact through optimized decision-making
- Provides insight into subscriber behavior without compromising subscriber privacy
- Simplified creation of executive-level reports - no more hours spent working with spreadsheets
- Gets information out of the network and into the boardroom, letting you truly leverage real, detailed network data
- Customizable dashboards with key performance metrics and visuals that can be tailored to functional roles and responsibilities

Unique Insight. Real Analysis. Measurable Impact.

Network Analytics leverages Sandvine's unique insight into subscriber usage and allows service providers to combine network-wide statistics from trusted Policy Traffic Switch and Service Delivery Engine deployments with data from third-party business and operations systems. Distinct from simple reporting platforms, Network Analytics delivers advanced capabilities including statistical analysis, trend projection and parameter-based predictive modeling, and presents all the data in a vibrant, intuitive dashboard format for maximum context. The result is actionable data and measurable business impact.



Dashboard Library

There are four separate dashboards available for the Network Analytics platform:

- Network Summary Dashboard
- Real-Time Entertainment Dashboard
- Traffic Management Dashboard
- Usage Management Dashboard

Each dashboard focuses on particular business use cases and can be further augmented with third-party data.

Additional Information

Network Analytics is a true network business intelligence platform offering an array of features to simplify operations:

- Support for custom visualizations and dashboards
- Public API to data warehouse enables integration with business intelligence systems
- Reusable data model and simple user interface enable report creation and modification
- Easily deployed on generic server hardware

Want to see Network Analytics in action?

To really get a feel for Network Analytics go to http://www.sandvine.com/products/network_analytics.asp to check out three demonstration videos:

- A Visual Exploration
- Scenario Analysis for Service Plan Optimization
- Understanding Subscriber Usage Habits

For more videos from Sandvine, be sure to visit <http://www.youtube.com/sandvine>.

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