

Network Demographics: Product Overview

Answering the Questions that Others Can't

Included at no extra cost to all Sandvine solution deployments, Network Demographics exposes powerful network measurements through a flexible, intuitive reporting interface to provide communications service providers (CSPs) with right-time information and insight. With a full-featured, browser-based GUI, Network Demographics delivers granular visibility into network utilization and performance through **more than 200 predefined reports**.

A **Report Template Wizard** lets even novice users exploit Network Demographics' unparalleled customization options, giving access to traffic measurements that only Sandvine can provide and ensuring that reports have the look and feel demanded by the user. To simplify information sharing, reports can be quickly exported to several formats (including PDF, PPT, PNG, HTML and CSV) and scheduled for automatic creation and distribution (via e-mail) to defined recipients.

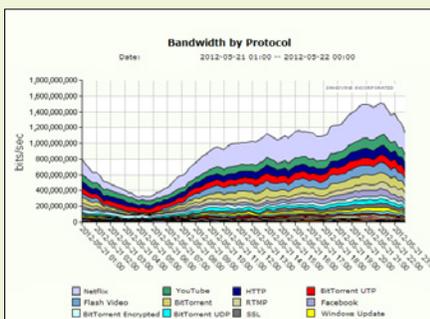
Network Demographics makes it easy to explore and extract the data from your system to answer even your most complex questions:

- *How do usage patterns vary by time of day, by region or by subscriber tier?*
- *How much of the network's peak demand is driven by over-the-top video?*
- *Which domains drive the most IPv6 traffic?*
- *How can I quickly see the traffic coming from all my networks for each network?*
- *What does my average bandwidth usage at 6PM look like over the last month?*

The Industry's Most Customizable Reporting Interface

The rich reports provided by Network Demographics are used by hundreds of CSPs worldwide to keep critical operations and engineering teams informed about network activity and performance. Increasingly, those same teams are tasked with providing information to other roles within the organization, and **scheduled reports** offer a great hands-off mechanism to increase information flow between functional teams without compromising subscriber privacy.

Only Network Demographics links the industry's **most powerful traffic classification technology** with the industry's **most customizable reporting interface** - that's how Network Demographics answers questions that others can't.



Top Client Devices by Protocol		
Cluster: *		
Element: *		
Protocol: Netflix		
Host/Client Device	Total	Distribution
PC	2,971,886,621,618	37.10%
Wii	991,707,627,928	12.38%
PlayStation 3	897,281,527,190	10.88%
Xbox	724,122,388,318	9.04%
Macintosh	474,862,355,021	5.93%
Apple TV	323,400,771,083	4.04%
iPad	290,284,187,063	3.62%
iPod	163,662,899,910	2.04%
iPhone	131,095,285,231	1.64%
Android Device	96,588,629,922	1.21%
BlackBerry Device	62,617,231,274	0.79%
Sony BluRay	27,055,890,464	0.34%
Unknown	54,356,192,209	0.68%
Linux Device	54,453,560,558	0.68%
Sony Digital TV	41,627,763,691	0.52%
Roovee	36,634,624,940	0.46%
LG Smart TV	25,466,201,962	0.32%
WD Media Player	21,111,279,981	0.26%
Samsung TV	15,812,221,942	0.20%
Relay	12,834,515,203	0.16%
Windows Mobile Device	6,435,435,680	0.08%
TouchPad	6,260,728,799	0.08%
iOS Device	6,251,770,878	0.08%
PlayBook	6,059,109,910	0.08%

Units measured in bytes.

Key Features

Network Demographics includes a range of powerful features to simplify and expedite information retrieval:

- **Infinite Reports:** in addition to more than 200 standard reports, the Report Template Wizard lets users quickly create completely new reports
- **Powerful Customization:** every report features a massive range of customization options, so even a single 'report' has countless variations
- **Exceptional Visuals & Graphics:** an intuitive, web-based GUI and vivid graphics ensure information can be quickly accessed and clearly presented
- **Extreme Granularity:** get an aggregate view, drill down on specific network resources, or examine individual subscriber usage with unparalleled insight
- **Simplified Data Export:** a flexible set of Web Services APIs (SOAP/XML) simplify data extraction for integration with and use by third-party systems

Seven Steps To Creating The Perfect Report in Network Demographics

Network Demographics provides operators with valuable information to identify new application trends, precisely target network congestion points and better manage IP service delivery. Anyone can create powerful reports with exceptional visuals, then share them with cross-functional teams by following these steps:

1. **Define the measurement objectives** - What questions need answering? Remember that Sandvine's Policy Engine lets operators measure almost anything, vastly surpassing competing solutions. For instance, operators can measure the median video duration, count distinct downloads, time the latency of the network or just count bytes - and all these metrics are measured independently, so CSPs can aggregate by orthogonal variables like network location, access technology, subscriber plan, device etc.
2. **Choose to use a predefined report or create a new report** - Network Demographics includes more than 200 predefined reports to address the most common requests, designated "All Reports" and "Favorites", that quickly display the most frequently-accessed reports. Additionally, a **Report Template Wizard** lets even novice users define completely new reports to display the data gathered by custom measurement policies.

Predefined Reports



3. **Select & Configure the Report** - Use the **Report Explorer** to select the desired report. Using the 'Configuration' tab, define the data to be retrieved.
4. **Choose the Report Type** - Use the 'Components' tab to choose how to visually present the data - a wide range of charts and tables is available.
5. **Perfect the Report** - Use the 'Presentation' tab to define iteration or consolidation options, enhance the visual features (including color schemes and chart layering), manipulate the results (sort data, select units, define a top N, produce an average) and even manipulate the timeline (define peak period, select certain hours of the day or days of the week).

Custom Reports



3. **Open the Report Template Wizard** - Under the 'All Reports' tab, select the 'Report Template Wizard' from the 'Configuration' folder.
4. **Select the Data** - From the list of user-defined measurements, choose the one of interest for this report. These names match up exactly with the policy measurements deployed within the network.
5. **Customize the Report** - Use the radio buttons to customize the report's display options such as Interval Based Reports (Area, Bar or Line Charts) or Summary Based Reports (Histograms, Pie Charts, Tables), then click 'Next' to save the report. It can now be selected from the **Generated Report Templates Folder** in the Report Explorer.

Run the report and schedule it for automatic distribution

6. **Run the Report** - Now that the report is configured and customized, it is now ready to be run by clicking 
7. **Schedule Your Report (Optional)** - Any report can be scheduled; that is, the user can define the days and times that the report is run, and a list of recipients to whom the report should be e-mailed. This is a great way to increase information flow within the wider organization without compromising privacy safeguards.