



Deep Insights

The next generation of business analytics powered by network intelligence

KEY BENEFITS

- Use-case-based visualization and data exploration of Sandvine's network intelligence
- Analytics and reporting tailored to the consumer of the data within a network operator's team
- Real-time and historical views of Sandvine's Analytics, Network Optimization, Revenue Generation, Revenue Assurance, and Regulatory Compliance use cases
- Support for both pre-configured analytics dashboards as well as dynamic report creation leveraging the network intelligence contained in Sandvine's Insights Data Storage
- Delivery of the right data at the right time to solve specific business problems for network operators

Deep Insights is the next generation of business analytics. It leverages network intelligence to empower operators to make better business decisions and transform their networks to cope with the challenges that they face both today and in the future.

Deep Insights provides clear visualizations of metrics to gauge the quality of services being delivered to subscribers and the behavior of the network while delivering those services. The unique capabilities of the dashboard views in Deep Insights provide a number of unique benefits:

- Out-of-the-box, use-case-specific analytics, enabling in-depth visualizations of data to identify specific challenges and issues that network operators face on a daily basis
- Depth and breadth of insight not available from any other solution due to Sandvine's superior contextual and granular network intelligence
- The right data at the right time to drive better decisions across the entirety of the network operator's business

Network operators face a whole host of challenges in terms of analytics:

- Too much data, but not the right data at the right time
- Rapidly changing subscriber behavior and the varied adoption of new consumer devices impeding long-term loyalty
- The data needed to make decisions exists, but is spread across disparate systems
- The custom work and manual consolidation needed to organize the data properly requires a great deal of time and money

Often, the data needed to make an informed decision exists, but it is spread between many systems. The consolidation and data processing effort to place the data into context is daunting, and the lack of success in organizing the data results in decisions that are based on assumptions rather than observed facts.

Deep Insights is a transformative analytics tool centralized around use cases, which focuses on achieving a definitive goal. It offers a way to explore, visualize, and share critical network data organized around the right data set at the right time to solve specific challenges. This, in turn, enables the long-term transformation to cloud-deployed, automated networks of the future.

Gain depth and breadth of insight from aggregate, network-wide KPIs

SOLUTION OVERVIEW

Deep Insights provides network operators with access to a contextual visualization of their networks never before possible, while eliminating the costs associated with manual collection and aggregation. Operators are able to utilize the most valuable key performance indicators (KPIs) - including Sandvine's unique real-time quality of experience (QoE) measurements - to gain complete context for making the business decisions that drive network development and long-term profitability. Ultimately, this knowledge empowers you to understand yesterday, act today, and predict tomorrow to deliver a better network experience to your subscribers.

Deep Insights provides engineering, operations, planning, customer care, and network planning teams with best-in-class network and subscriber QoE intelligence organized around

Deep Insights visualizes Sandvine's unique network intelligence in the context of use cases

use-case-specific dashboards. Each dashboard highlights the key metrics that are needed to ensure that a specific use case is delivering a high-quality experience to subscribers, and that a return on investment (ROI) is being achieved as expected.

DEEP INSIGHTS – KEY BENEFITS

Gain depth and breadth of insight – from aggregate, network-wide key performance indicators to granular location- and device-specific measurements that deliver:

- Improved business performance by increasing returns, optimizing the value of investments, and preventing avoidable losses
- Managed risk with informed decisions that provide full context, including projections of the future based on the observed past, knowing is a safer strategy than guessing
- Increased revenue potential by gaining unique insight into segmented subscriber behavior, application adoption, and device penetration
- Reduced effort and expenses associated with manually gathering data and preparing status reports and presentations

The Insights You Need, When You Need Them

Built on Sandvine's best-in-breed data foundation, operators have unparalleled access to analyze datasets in Deep Insights. With the out-of-the-box use case dashboards, you can explore the intelligence collected from your network to solve problems and spot opportunities to attract more subscribers, generate revenue, improve QoE, and implement a whole host of other use cases. Through interactive exploration of the data, Deep Insights also enables self-service data models. You can rapidly reconfigure existing dashboards for deep dives into your network to answer other questions and explore broader network behavior and quality metrics. The drag-and-drop capability enables rapid dashboard creation, and even users without a background in data analysis can build the perfect view into their data.

Deep Insights Features

Use Case Dashboards: Our out-of-the-box analytics tools help solve your real business challenges. Leverage Sandvine's unique data and domain expertise to solve problems today.

Self-Service Data Models: Data is preconfigured to be easily used and accessible, enabling teams and organizations to understand valuable network intelligence.

Data Exploration: True analytics means being able to solve problems and discover opportunities. Use Deep Insights to drill into the data for a more granular view of your data in easy-to-use use case dashboards.

Simple, Secure Sharing: Sharing information has never been easier than with Deep Insights' multi-tenancy capabilities. Administrators can give individuals or teams permission to view data without allowing them full control. You can even embed views via iframes to power company-wide dashboards and portals.

Data Import: Deep Insights provides direct access to a massive variety of databases, including Hadoop, so you can link datasets for analysis as part of a larger big data strategy.

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ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit sandvine.com or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



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