

Planning Insights



KEY BENEFITS

CapEx Deferral & Prioritization

- Unlock true drivers of congestion: Accurate Identification & Prediction of App-based Node Capacity Utilization, so you don't have to dimension for worst case scenarios
- Uncover network optimization opportunities: with granular application/subscriber views
- App QoE-based planning: Capacity Planning based on desired Node QoE targets leads to lesser nodes upgraded
- Node Score Prioritization: Accurate Identification & Prediction of Node Score to better prioritize Node upgrades based on Subs. & App QoE
- Enable Big Data Teams: unique AI/ML Ready-to-Use data to uncover revolutionary optimization services

Monetization

- Unlock Application and Subscriber Intelligence to create new services
- Gather insights into the different Subscriber segments (by volume, throughput, roaming quota, etc) such as capacity utilization, Application usage and number of users
- Gather insights into the different Applications capacity utilization, Subscriber segment usage and popularity
- Enable Big Data Teams: unique AI/ML Ready-to-Use data to uncover revolutionary monetization services
- Improve Churn Rate: Improve Subscriber QoE driven capacity planning leads to less customer ticket

Sandvine's Planning Insights is a software analytics and workflow solution that leverages the industry's best traffic classification solution, AppLogic, to derive customer sentiment. This customer sentiment is transformed into an App QoE Score which depicts how customers feel about a service providers network at any given moment (near real-time).

Planning Insights solves challenges for Capacity Planning teams who struggle with balancing the exponential growth in traffic while maintaining a modest investment strategy. It also allows Big Data teams to enrich their feature engineering with new and useful data which enables AI/ML-based models they can trust.

Planning Insights is an offline solution that ingests the data through ActiveLogic. Using its world leading AppLogic classification, Planning Insights derives different workflows to allow planners to understand their network, and more importantly become opinionated about their next steps.

Unlike traditional solutions such as NEMs, third party or in-house tools, Planning Insights offers E2E accurate and consistent network visibility combined with deep application, QoE and subscriber Intelligence with contextual awareness.

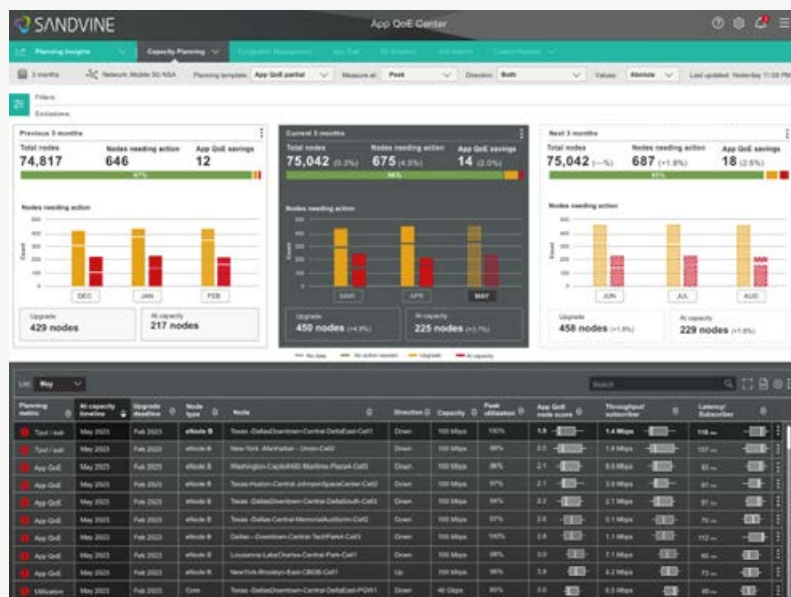
Planning Insights offers:

- **Good Quality Data:** Acts as the single source of truth for independent, consistent and accurate network KPIs, capacity measurements and predictions
- **Unique Data:** Unlock true drivers of congestion based on deep application and subscriber Intelligence with contextual awareness for efficient and critical decision making
- **App QoE Data:** Leverage revolutionary App QoE data to optimize capacity planning expenses and prioritization
- **AI/ML Ready-to-use Data:** Enable Big Data teams to create new AI/ML-based optimization and monetization services

To make the most informed decisions, workflows need to consider the Who, What, Where, When, How and Why. With Planning Insights, this becomes possible.

Figure 1

Overview Dashboard



UNDERSTANDING THE WHAT

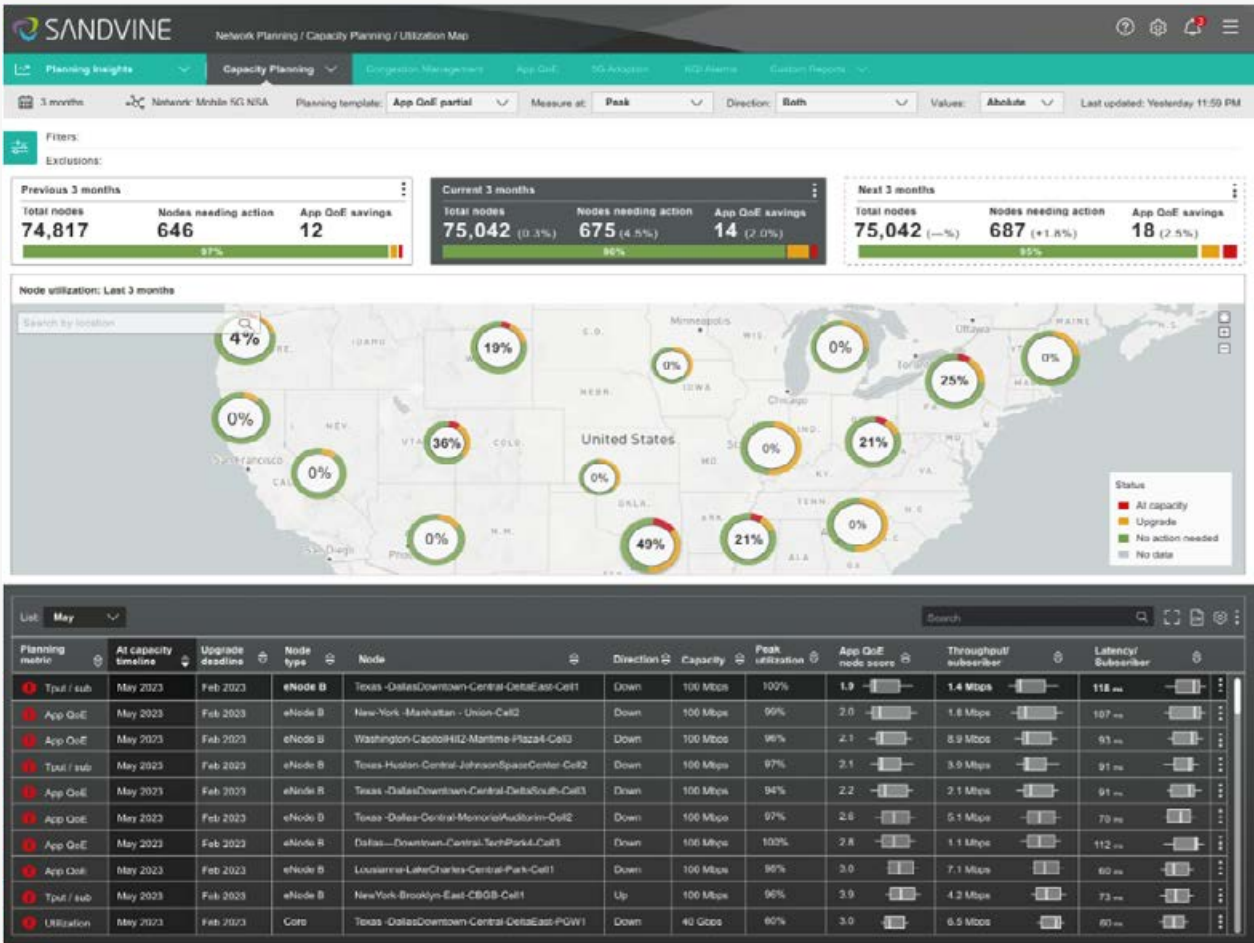
Planning teams can identify congestion by domain, links and nodes and gain insights on where to upgrade (Figure 1 on the previous page). They are also able to view historical data to form predictive analytics. This is all done by incorporating subscriber sentiment information found by the App QoE scores.

UNDERSTANDING THE WHERE

Planning teams can pinpoint issues based on locations and gain insight into congested nodes (Figure 2). This easy to view visualization saves these teams a lot of time, and allows them to properly prioritize and eliminate having to use multiple tools.

Figure 2

Location-based node utilization



UNDERSTANDING THE WHY

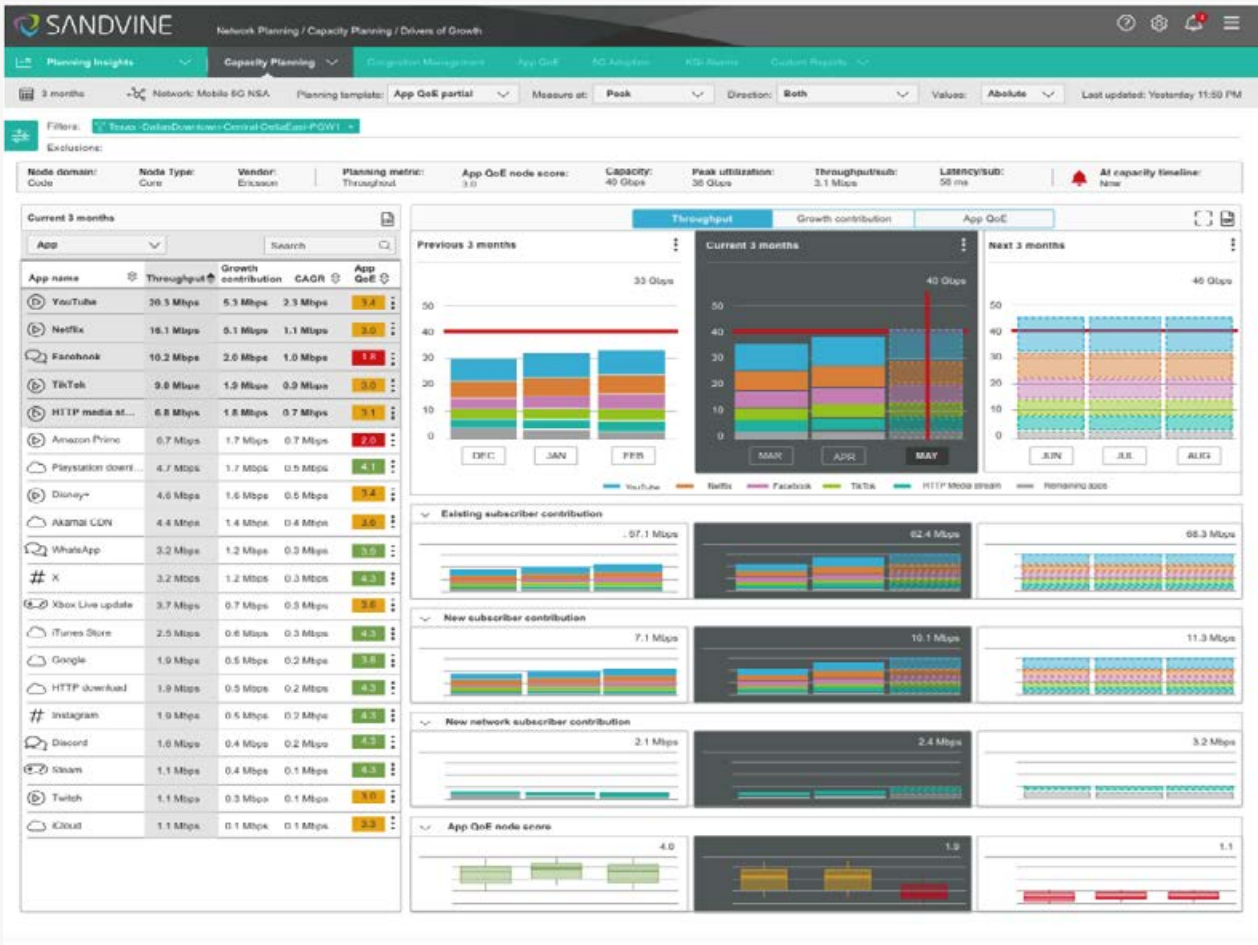
Being able to understand why certain issues or congestion is occurring is key (Figure 3 on the following page). This can only be done if the right visibility is available. Leveraging Sandvine’s industry leading classification and innovative App QoE Scoring allows planners to identify exactly what actions to take.

TECHNICAL DIFFERENTIATORS

- **Accurate and Consistent Data:** Sandvine’s solution makes real-time traffic measurements of all network KPIs instead of relying on different vendors and their own methodologies providing accuracy and consistency across the network.
- **Vendor Independent and E2E network Visibility:** Sandvine’s solution is deployed in the Core which allows visibility into all traffic from all vendors.
- **Deep Application, QoE and Subscriber Intelligence with contextual awareness:** Sandvine’s unique value proposition and leader in this market.

Figure 3

Application-based node utilization



REQUIRED SOLUTION COMPONENTS

- Sandvine AppLogic
- Insights Data Storage

ABOUT SANDVINE

Sandvine's cloud-based Application and Network Intelligence portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <http://www.sandvine.com> or follow Sandvine on Twitter @Sandvine.



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