



Subscriber Perspective

Enriched Subscriber Intelligence

Understand your Subscriber's Perspective on services & experience

With Subscriber Perspective, service providers can deliver targeted service offerings and enhance the overall subscriber experience.

Subscriber Perspective is key in unlocking the needs of each subscriber group on your network to deliver the service offerings that they are willing to pay for.

Subscriber Perspective is the integration point in the PacketLogic product family with the network operators business and operational support systems. Subscriber Perspective associates the subscriber's network activity with their location, device, service plan, charging, and network quality. Subscriber Perspective is a critical tool for network operators, as it enables a subscriber-centric view of the network for analytics and enforcement - even if the definition of a subscriber is multiple devices, physical locations, or even a combination of IPv4 and IPv6 connections to the network.

When integrated with PacketLogic Real-Time Enforcement actions, a rich set of policy enforcement capabilities is available for the operator. Fair Usage and Congestion management can be done on a per-subscriber basis. Traffic Steering, Mitigation, Filtering, and Triggering can be done on subscriber groups based on policies. For 3GPP deployments, charging policies can include any subscriber attribute or Traffic Perspective.

When combined with Sandvine's Insights analytics solutions, it enables the operator to gain a comprehensive view of the quality of experience being delivered to their subscribers. Engineering Insights products visualize the subscriber experience, network utilization and quality, providing a view of their network's performance and quality delivery. Customer Care Insights is focused on a single subscriber's experience, and enables first call resolution by providing a more comprehensive view of the subscriber's network experience. Executive Insights aggregates subscriber experiences by location, device, or service plan to guide network investments.

HIGH-VALUE USE CASES

- **Subscriber Analytics** Understand the experience your network is delivering to your subscribers
- **Service Creation** Gain insights into what content and applications your subscribers are consuming for marketing offers or service plans
- **Policy Enforcement & Charging** Policy Enforcement at the subscriber account level with support for multiple devices and tethering. Differentiated charging and zero rating at the content level
- **Congestion Management & Fair Usage** Subscriber-based fairness and congestion management based on subscriber tiers and multi-device plans
- **First Call Resolution for Customer Care** Integration with Customer Care Insights provides a subscriber-centric view to enable first call resolution for fixed, mobile, or WiFi subscribers through Root Cause Analysis

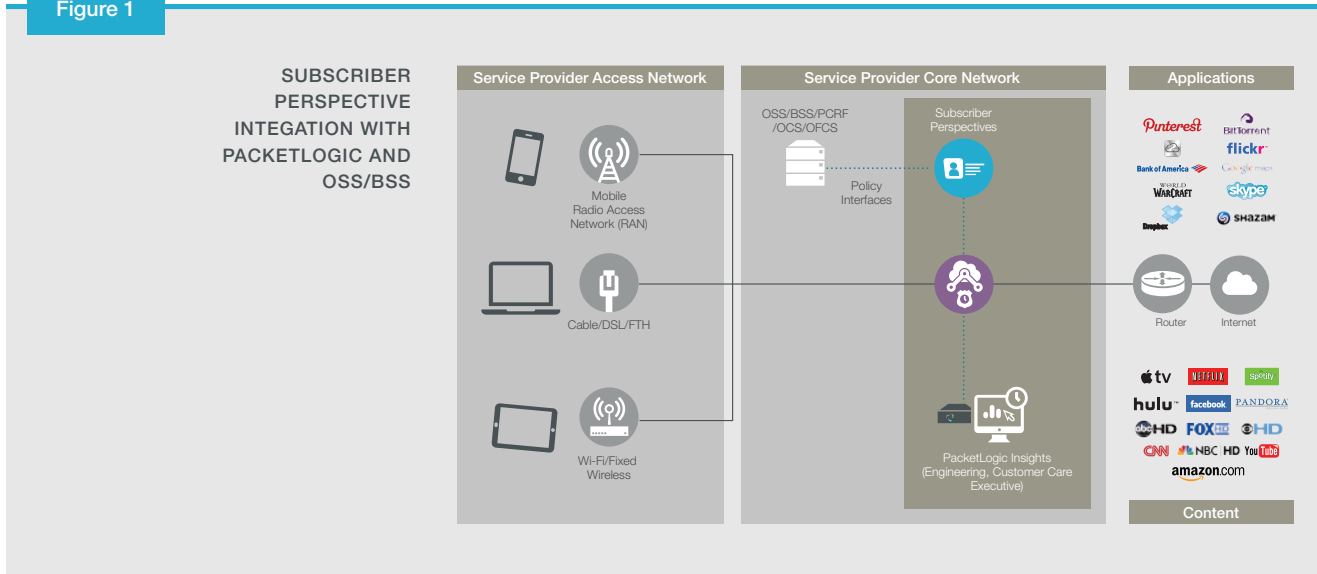


SUBSCRIBER PERSPECTIVE TECHNOLOGY

Subscriber Perspective integrates with the operator's OSS/BSS through the use of the PacketLogic Subscriber Manager (PSM) software. In Cable networks, the integration is with SNMP, IPDR, and DHCP. In DSL and FTTH networks, the integration is with DHCP. In Mobile networks the integration is with RADIUS and DIAMETER. Other interfaces used for integration include SOAP and JSON-RPC, as well as 3GPP implementations of Gx, Gy, Gz, and CDRs.

Upon authentication, the subscriber's IP(s) is associated with the subscriber profile and the PRE is sent the subscriber attributes for policy enforcement and analytics purposes. The profile can include location, device type, service plan, access gateway, region, or other information. These attributes can be used to take action and enforce policies to enhance the subscriber experience and are also used within the Insights products to monitor the experience actually delivered to the subscriber.

Figure 1



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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).



USA
47448 Fremont Blvd,
Fremont,
CA 94538,
USA
T. +1 510.230.2777

EUROPE
Birger Svenssons Väg
28D
432 40 Varberg,
Sweden
T. +46 (0)340.48 38 00

CANADA
408 Albert Street,
Waterloo,
Ontario N2L 3V3,
Canada
T. +1 (0)519.880.2600

ASIA
Ardash Palm Retreat,
Bellandur, Bangalore,
Karnataka 560103,
India
T. +91 80677.43333