

# SUBSCRIBER ANALYTICS

## ANALYTICAL INSIGHTS FOR COMMUNICATION SERVICE PROVIDERS

Unlock real-time business insights by analyzing data from millions of subscribers with Edge Intelligence. Our turnkey application is designed to meet the rigorous performance and scalability needs of network operators.

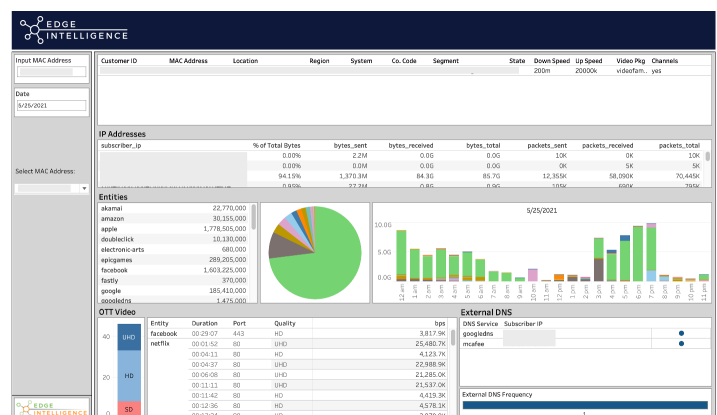
### THE CHALLENGE

Communication Service Providers face numerous challenges, from maximizing profits and reducing expenses to intelligently expanding their networks. They must navigate shifting traffic patterns, optimize video performance, identify bad actors, and tackle various operational hurdles. What's needed is not just raw data but meaningful insights that can drive profitability across the entire customer lifecycle. For providers this can include optimizing usage plans, enhancing self-service support, managing OTT services, upgrading data plans, and predicting customer churn. Additionally, operators need insights to optimize network utilization and strategically deploy capital for network expansion. Extracting maximum value from subscriber consumption demands instant intelligence and ongoing analysis to maintain a competitive edge.

However, many operators struggle to gain adequate visibility into network traffic at both micro (subscriber) and macro (network-wide) levels due to limitations in their analytics architectures. Existing solutions often suffer from scalability issues, invasive data collection methods, fragmented data storage, and high deployment costs. Until now...

### CARRIER CLASS ANALYTICS

Our platform offers the industry's first purpose-built, non-intrusive solution for operators to gain comprehensive insights into their networks at every level. Overcoming the limitations of traditional visibility solutions, Edge Intelligence delivers real-time intelligence on subscriber behavior, real-time Peer interactions, Service visibility including OTT video performance and quality. Our automated platform is tuned for carrier speeds, correlating data in real-time down to the subscriber level and aggregating insights up to network-wide views. With a patented database engine, we ensure fast access to critical insights.





## SOLUTION OFFERING



## ABOUT US

*Built to address the challenges of extracting actionable insights from operator-scale data, our platform provides near real-time intelligence from both recent and historical data, empowering operators with valuable insights for informed decision-making.*