AppLogic NETWORKS

Personalized Internet Services for Managed Environment

ENABLE TENANT, DEPARTMENT, AND CUSTOMER-LEVEL CONTROL OVER APPLICATIONS, USAGE AND ACCESS

Personalized Internet Services Solution Delivers:

Open, API-first integration model

Delivers highly personalized internet experiences through open APIs exposing real-time usage data, quota status, and policy controls, allowing customers and MSPs to integrate AppLogic Networks seamlessly with their own multi-tenant self-service portals, CRM systems, or service orchestration platforms.

Fine-grained, application-aware controls

Allow enterprises shape, prioritize, or block traffic by app, app category, content category, URL category, user group, location, device, and time of day.

Rich quota and pass management

Supports daily, weekly, and monthly usage limits, time-based access controls, application-specific quotas, and flexible conditional policy actions per user, user group, tenant, location, or service tier, enabling differentiated services within shared network infrastructure.

Enterprise-grade observability foundation

Provided via Enterprise Insights, providing deep, application-level QoE, anomalies, and historical trends that feed policy design and validation for personalized services.

Scale operationally and adapt dynamically

With AppLogic Networks by integrating app and content-aware visibility, flexible usage management and API-driven control allowing MSPs and enterprises offer highly personalized internet services that align with customer requirements—all while maintaining a simplified network architecture.

EXECUTIVE SUMMARY

AppLogic Networks' Personalized Internet Services solution enables enterprises to turn one-size-fits-all connectivity into tailored digital experiences for every user, customer, device, and department. Powered by application-aware traffic classification, rich user context, and granular quota control, the solution lets IT teams define who can use which applications, when they can use them, and how much they can consume, all while preserving network performance and protecting business-critical services. Built on deep application and content intelligence, the solution allows service providers to tailor access, usage limits, and traffic behavior at the application, category, content type, URL, user, or tenant level—independent of encryption and access technology.

MSPs retain full control of the customer experience by building their own multi-tenant self-service portals that call AppLogic Networks' open APIs to present personalization options such as time-of-day access, app and content categories, URL filtering choices, and usage caps to end users. Behind the scenes, Enterprise Insights provide the observability foundation for these services, combining QoE scoring, per-user and per-application analytics, and anomaly detection to inform offer design, validate policy outcomes, and continuously tune thresholds for fairness and cost efficiency.

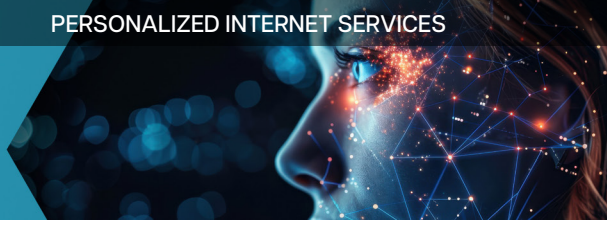
BUSINESS CHALLENGES

Enterprises and managed service providers struggle to balance flexibility, control, and operational efficiency as internet usage becomes increasingly diverse and application-driven. Traditional networking and security platforms enforce static, one-size-fits-all policies that cannot adapt to different user roles, departments, tenants, or time-based requirements. Implementing customized access rules often requires manual configuration, complex network segmentation, or additional tools that increase operational overhead and risk misconfiguration. At the same time, the lack of usage-aware controls and real-time enforcement limits the ability to manage consumption fairly, prevent abuse, and deliver differentiated services. Without a centralized, application-aware service control layer, organizations are forced to choose between rigid network policies and uncontrolled access—undermining user experience, cost control, and service differentiation.

APPLOGIC NETWORKS' UNIQUE VALUE

AppLogic Networks delivers a tightly integrated, solution-in-a-box platform that unifies application-aware classification, user-context mapping, real-time policy control, and advanced quota management in a single deployable architecture, rather than a loose collection of point products. This combination uniquely addresses personalization challenges by delivering a real-time, application-aware service control plane that operates independently of network architecture, security stacks, and user-facing portals.

Through open APIs, AppLogic Networks enables enterprises and MSPs to build fully customized, multi-tenant self-service experiences while maintaining centralized governance and consistent enforcement. This headless, API-first approach allows precise personalization at scale without adding operational complexity, endpoint dependencies, or fragmented



KEY BENEFITS AND OUTCOMES:

The solution helps business leaders reduce avoidable spend, protect productivity, and unlock new revenue streams from existing infrastructure.

Lower CapEx and extend asset life

Application level traffic management and heavy user control let you "do more with what you have," delaying expensive bandwidth upgrades while still improving user experience.

Increase Revenue Opportunities for MSPs

MSPs can monetize personalized services through tiered access, usage-based plans, and premium add-ons without additional infrastructure. Self-service enablement allows revenue growth without proportional increases in operational staffing.

Protect revenue and user productivity

By prioritizing business critical applications and locations, the solution keeps core processes and customer facing services responsive even under load, directly protecting revenue events. Better QoE and fewer outages reduce frustration for employees and customers, which in turn decreases complaint volume and churn risk for revenue generating lines of business.

Future-Proof Service Delivery

An API-driven, policy-based approach enables organizations to adapt quickly to new applications, business models, and customer expectations—protecting long-term ROI and minimizing dependency on rigid, vendor-specific platforms.

toolchains—capabilities that competing enterprise platforms cannot deliver natively or in combination.

CORE CAPABILITIES

The Personalized Internet Services solution is built on a set of core capabilities that work together to provide application-aware visibility, usage-based control, and dynamic policy enforcement. These capabilities form the foundation for delivering flexible, scalable, and policy-driven personalization across enterprise and MSP environments.

Application and Content-Aware Traffic Intelligence

At the foundation of the solution is AppLogic Networks' deep application and content classification capability, which identifies and categorizes internet traffic at the application, application category, content type, and URL category level—independent of encryption or access technology. This intelligence provides precise visibility into how users consume digital services and enables policies that go far beyond IP- or port-based controls.

Usage and Quota-Based Service Control

The solution includes flexible quota management that supports daily, weekly, monthly, and rolling usage limits, as well as application- or category-specific quotas. Usage can be tracked and enforced per user, user group, tenant, location, or service tier, with real-time actions triggered when thresholds are reached. This allows organizations to manage consumption fairly, prevent abuse, and create differentiated service experiences.

Time-Based and Contextual Policy Enforcement

AppLogic Networks enables dynamic policies based on time-of-day, day-of-week, user role, location, or network conditions. Access to applications, websites, or content categories can be allowed, restricted, shaped, or blocked automatically based on contextual rules, eliminating the need for manual intervention or static scheduling.

Real-Time Network-Layer Enforcement

All policies are enforced in real time at the network layer, ensuring immediate and consistent behavior without relying on endpoint agents or post-processing systems. This guarantees predictable outcomes, preserves performance, and ensures that personalization policies remain effective as traffic patterns and user behavior change.

API-Driven Integration and Headless Architecture

Open APIs expose policy controls, usage data, and quota status in real time, enabling seamless integration with customer-built or MSP-managed self-service portals, orchestration platforms, and operational systems. This headless design decouples service control from UI design, allowing organizations to implement fully customized, multi-tenant personalization experiences while relying on AppLogic Networks for scalable, reliable enforcement.

ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE 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 **https://www.applogicnetworks**.com or follow AppLogic Networks on X **@AppLogic Networks**.

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