



### KEY BENEFITS

#### Save Money

- Fewer QoE complaints – by proactively identifying App QoE issues before they result in customer satisfaction issues
- Reduce issue handling times & escalations, due to deeper insights into customer enquiries & their specific experience
- Reduce truck rolls - due to better diagnosis and proactive handling of customer issues

#### Make Money

- Reduce churn – by proactively resolving QoE issues and more quickly satisfying customers at risk of churn
- Increase ARPU – by identifying subscribers that would benefit from plan upgrades

# Operations Data Insights

**Operations Data Insights provides visibility into the subscribers' individual and collective experience, correlating their experience to end-to-end network anomalies, and enabling automation and empowering network operators to respond in ways that can both save the day and improve revenues.**

Operations, performance, and customer care teams are under constant pressure to handle more with less, including helping drive financial performance. Operations Data Insights automatically detects network anomalies, identifies areas where the subscriber experience is suffering, and answers the key questions of who, what, when, where, and why.

#### Key Features

- 5W Framework – who, what, when, where, why
- Configurable alarms
- Automatic issue detection & diagnosis leveraging AI/ML
- Identification of suffering subs based on locations, network elements, devices, apps, plans and more
- 5F Network slice monitoring and SLA management capabilities

Figure 1

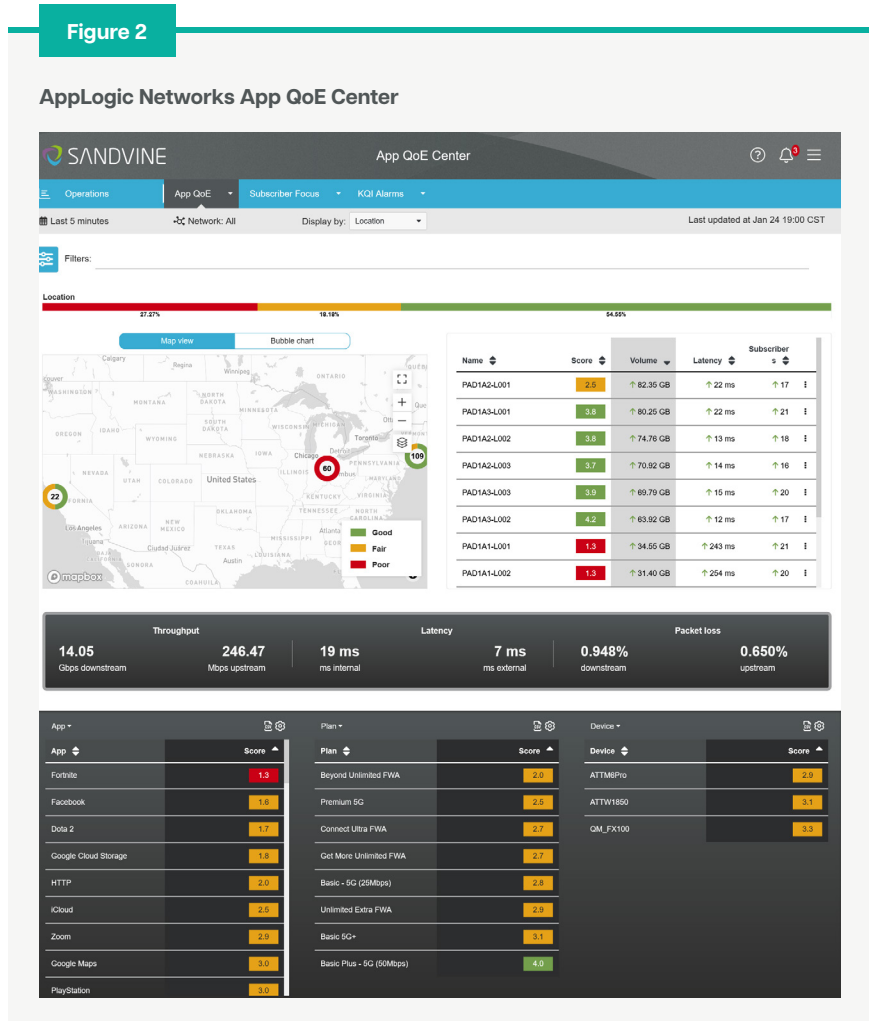
### AppLogic Networks App QoE Center



### UNDERSTANDING THE WHERE

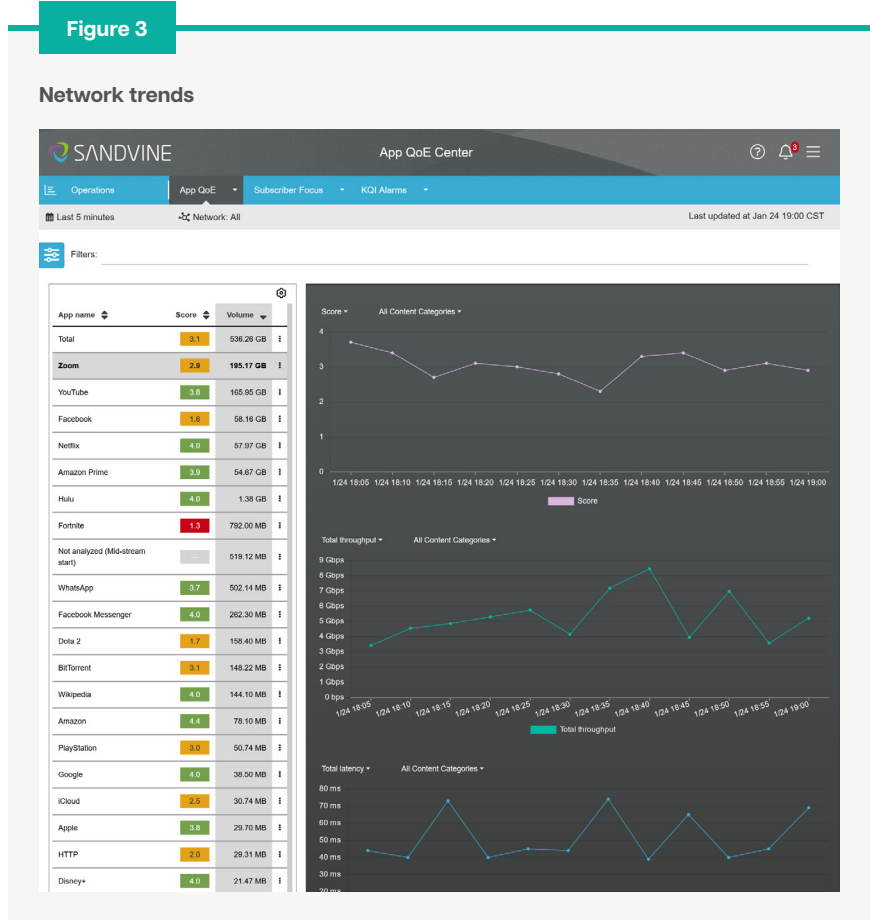
Operations teams can see where subscribers are experiencing issues and gain insight into key KPIs at each location (**Figure 2**). A simple click on a location, updates all the relevant information, making it easy for operation teams to understand how a location is performing and the types of applications, devices, and plans that are being served by that location.

**Figure 2**



### UNDERSTANDING THE WHEN

Operations teams can see how key KPIs are trending over a time (Figure 3). A simple click on an application, and/or selection of a filter, enables Operations Teams to easily see the KPI trends per app, location, market area, region, slice, and many other dimensions.



### REQUIRED SOLUTION COMPONENTS

- AppLogic
- Insights Data Storage

### ABOUT APPLIC 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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