



# AppLenX

Enhancing Application Visibility for  
Communication Service Providers



## KEY BENEFITS

- Elevated visibility into subscriber and network behavior
- Better planning and CAPEX management
- Improved CSAT and retention
- Effective marketing and subscriber plan creation

## EXECUTIVE SUMMARY

Communication Service Providers face a growing application visibility gap driven by encryption, cloud delivery models, and increasingly complex application behaviors. As much as 40% of network traffic remains uncategorized, limiting operators' ability to optimize networks, improve customer experience, and unlock new revenue.

AppLenX is an off-network application categorization solution from AppLogic Networks that elevates visibility using existing data sources—without deploying a costly probing overlay. AppLenX delivers up to 90%+ application categorization, fast time-to-value, and a low total cost of ownership, enabling experience-driven decisions across operations, planning, and monetization.

## THE PROBLEM: THE APPLICATION VISIBILITY GAP

Subscriber satisfaction, network perception, and monetization potential are all directly tied to how applications perform and behave on the network. Yet today, most carriers can only identify 50–60% of applications, leaving as much as 40% of application traffic effectively invisible.

Modern applications are encrypted, multiplexed, cloud-delivered, and constantly evolving. Technologies such as TLS 1.3, QUIC, HTTP/3, and application-specific encryption have rendered traditional DPI, passive probes, and xDR approaches increasingly ineffective. When applications cannot be accurately identified, operators lose the foundational context required to understand how network resources are being consumed, why performance issues occur, and how those issues impact subscriber experience.

## WHY APPLICATION CATEGORIZATION IS FOUNDATIONAL

Accurate application classification is a prerequisite for higher-order use cases such as:

- Operations cannot troubleshoot or resolve incidents without knowing the application involved.
- Planning teams cannot forecast demand or defer CAPEX without understanding application mix and behavior.
- Customer care cannot correlate complaints to real experience without app-level insight.
- Marketing and product teams cannot personalize offers or create differentiated services without knowing how subscribers use applications.

While operators collect vast amounts of telemetry, billing, and care data, this data lacks value without precise application context. Without categorization, networks are managed by volume alone, forcing a reactive, bandwidth-centric operating model instead of an experience-centric one.



**THE APPLENIX SOLUTION**

AppLenX applies AppLogic Networks' industry-leading classification intelligence off-network, enriching existing data pipelines with application and category awareness—without packet capture or inline deployment.

Figure 1

AppLenX achieves >90% application classification depending on available data sources



**Key Benefits**

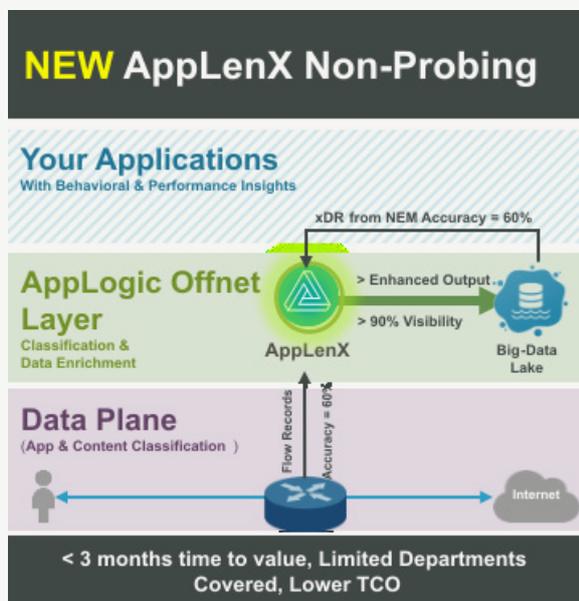
- Up to 90%+ Application Visibility using existing customer data
- Low TCO – no DPI appliances or pervasive probes required
- Fast Time to Value – results in less than three months
- Risk-Free Deployment – non-intrusive, software-based integration
- Enterprise-Wide Impact – insights usable by operations, planning, care, marketing, and product teams

**HOW APPLENIX WORKS**

AppLenX integrates directly into the customer's existing big-data environment enriching records in real time or batch mode using data sources like: Flow records (NetFlow), EDRs, SNMP, and BGP data.

Figure 2

AppLenX extends classification of previously unknown applications with minimal cost and complexity



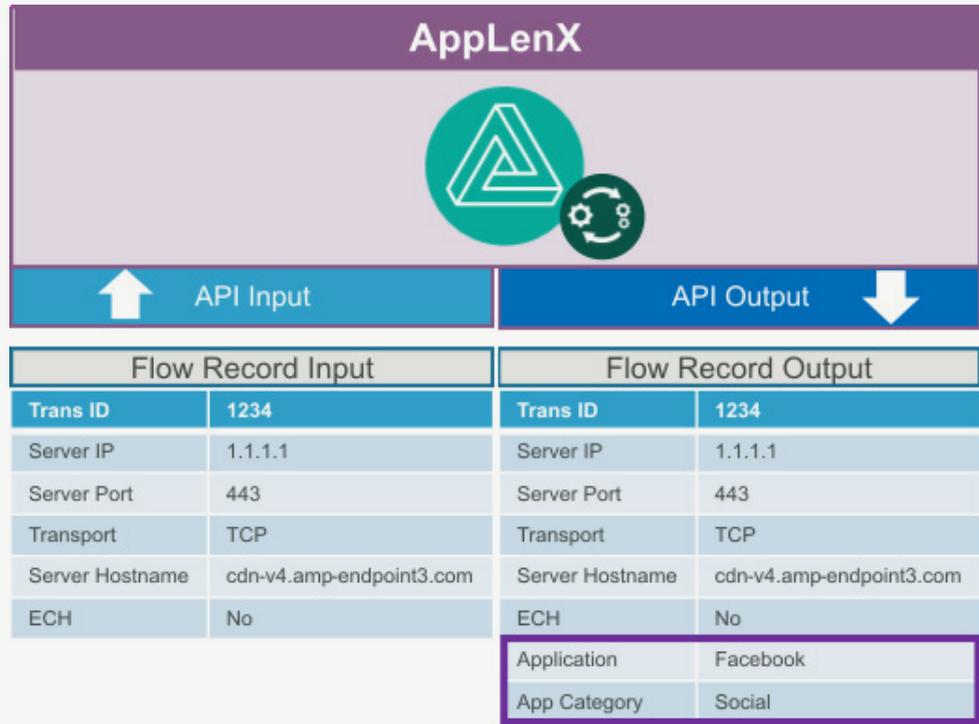


**Enrichment Output**

Using AppLogic’s continuously updated signature and behavioral intelligence, AppLenX adds Application Name and Application Category (e.g., social, streaming, AI, voice, gaming, file transfer) to a data flow.

Figure 3

AppLenX names and categories unknown apps



AppLenX provides a view into the following App Categories:

- Video
- Television
- Social Media
- Communication
- Conferencing
- Cloud Gaming
- Device Gaming
- Audio
- File Sharing
- VPN
- IoT
- AI
- General Web Applications
- Infrastructure Protocols
- Other Applications



The enriched output is returned directly to the customer's data lake, dashboards, and analytics tools—without disrupting network operations.

Beyond identifying individual applications, AppLenX transforms traffic into meaningful application categories, enabling higher-level insight and faster decision-making to:

- Enable effective policy and planning decisions
- Support fair-use and congestion management by traffic intent
- Simplify Executive-level reporting and trend analysis
- Improve customer experience and increase effectiveness of troubleshooting
- Enable marketing with information for effective service package creation and user personalization

### DO EVEN MORE BY EXTENDING APPLENIX WITH CONTENT CLASSIFICATION

While AppLenX delivers broad, cost-effective application visibility off-network, additional strategic value can be unlocked by adding ActiveLogic on-net solution in selective markets. ActiveLogic as a complement to AppLenX, further elevates app visibility beyond categorization by providing an understanding of what apps are being used for. Most apps are multifunctional providing services like: streaming, voice, video, messaging, file delivery, gaming, browsing, AI and more.

Seeing this next level of classification information can yields additional powerful insights into customer behavior to further enhance the performance of operations, CX, and product and marketing teams.

### CONCLUSION: SEE MORE WITHOUT SPENDING MORE

AppLenX enables carriers to break through the application visibility barrier—without the cost, complexity, and risk of widespread probing.

By combining AppLogic Networks' proven classification intelligence with existing customer data, AppLenX turns encrypted, complex traffic into actionable insight. It is the fastest, most cost-effective path to 90%+ application visibility, transforming unknown traffic into known opportunity.

#### 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.



**USA**  
5800 Granite Parkway  
Suite 170  
Plano, TX 75024  
USA

**EUROPE**  
Neptunigatan 1  
211 20, Malmö  
Skåne  
Sweden  
T. +46 340.48 38 00

**CANADA**  
410 Albert Street,  
Suite 201, Waterloo,  
Ontario N2L 3V3,  
Canada  
T. +1 519.880.2600

**ASIA**  
Arliga Ecoworld,  
Building-1, Ground Floor,  
East Wing Devarabeesanahalli,  
Bellandur, Outer Ring Road,  
Bangalore 560103, India  
T. +91 80677.43333

Copyright ©2025 AppLogic Networks Corporation. All rights reserved. Any unauthorized reproduction prohibited. All other trademarks are the property of their respective owners.

This documentation, including all documentation incorporated by reference herein such as documentation provided or made available on the AppLogic Networks website, are provided or made accessible "AS IS" and "AS AVAILABLE" and without condition, endorsement, guarantee, representation, or warranty of any kind by AppLogic Networks Corporation and its affiliated companies ("AppLogic Networks"), and AppLogic Networks assumes no responsibility for any typographical, technical, or other inaccuracies, errors, or omissions in this documentation. In order to protect AppLogic Networks proprietary and confidential information and/or trade secrets, this documentation may describe some aspects of AppLogic Networks technology in generalized terms. AppLogic Networks reserves the right to periodically change information that is contained in this documentation; however, AppLogic Networks makes no commitment to provide any such changes, updates, enhancements, or other additions to this documentation to you in a timely manner or at all.