



Operations Insights with AI App Analyst

Customer Centric Operations Powered by App QoE and AI App Analyst



KEY BENEFITS

- Reduce incoming support calls by proactively identifying subscriber-impacting conditions
- Improve customer satisfaction through visibility into each subscriber's application experience
- Reduce unnecessary truck rolls by separating network issues from device, application, and external-service issues
- Reduce churn associated with network and application-experience problems
- Accelerate troubleshooting and reduce mean time to resolution
- Make operational intelligence easily accessible across departments
- Receive rapid, actionable responses to natural-language questions

EXECUTIVE SUMMARY

Communication Service Providers continually expand their networks and introduce new technologies, often without a proportional increase in operational resources. This places additional pressure on Network Operations, Technical Support, Network Planning, Customer Success, Marketing and Sales, and executive teams to manage greater complexity while improving financial performance.

Traditional monitoring tools focus on network-element alarms, logs, counters, and infrastructure performance. These tools provide important information, but they do not fully explain what subscribers care about most: the quality of their application experiences.

AppLogic Networks' Operations Insights makes Application Quality of Experience, or App QoE, foundational to network analysis. App QoE measures the user experience helping CSPs connect network conditions with the services customers use. This customer-centric visibility enables teams to understand who is affected, what applications are involved, where experiences occur, when they occur, and why performance is strong or weak.

Operations Insights includes AI App Analyst, which makes user App QoE, network, device, and application intelligence accessible through natural-language queries. Departments across the organization can ask questions in everyday language and receive rapid answers supported by relevant data and visualizations, making analysis, troubleshooting, planning, and business decision-making easier for everyone.

THE OPERATIONS INSIGHTS SOLUTION

Operations Insights automatically detects anomalies and notable performance patterns, identifies the conditions behind both strong and degraded subscriber experiences, and determines the scope and significance of what is occurring. When the trigger is a customer concern, the automatic diagnosis workflow shown in **Figure 1** helps teams distinguish among subscriber-specific issues, internal network problems, external application or content-delivery issues, and opportunities to improve the subscriber's service plan.

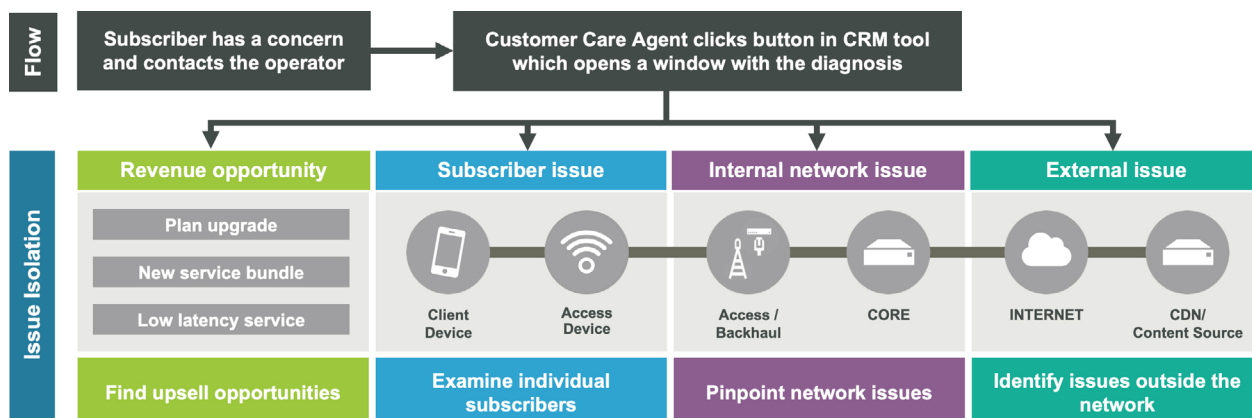


Figure 1 - Automatic diagnosis identifies subscriber issues, internal network problems, external-service issues, and revenue opportunities



Operations Insights combines AppLogic Networks' market-leading application classification with App QoE and user-plane performance metrics. CSPs can visualize the subscriber experience across the end-to-end service path, from the individual device and access point through the network core and onward to application servers and content-delivery networks.

This combination of application-level intelligence and network context enables Operations Insights to identify silent faults that degrade App QoE but may not trigger traditional network alarms. It also highlights unusually strong performance, helping teams understand the conditions that produce better outcomes and determine where those conditions can be replicated. Teams can identify whether an experience is isolated or shared by a larger group, locate where performance conditions originate, understand which applications are involved, and evaluate their operational and business significance.

For example, the automatic diagnosis capability can determine whether:

- A subscriber's current service plan supports the applications they use or limits the experience they receive
- A condition originates in the access network, core, device, application, CDN, or another external service
- A subscriber may be affected by malware or another security threat
- A performance pattern affects an individual subscriber, a location, a service plan, or a larger customer segment
- A strong experience can be traced to conditions that should be replicated elsewhere
- A subscriber would benefit from a plan upgrade, new service bundle, or other service improvement

Knowing that a problem originates outside the CSP's network is also valuable. Customer-care representatives armed with Ops Insights toolkit can clearly explain the source of the issue, avoid unnecessary troubleshooting, and direct the subscriber to the appropriate resource.

AI APP ANALYST WITHIN OPERATIONS INSIGHTS

AI App Analyst extends Operations Insights by giving users a fast, intuitive way to investigate network and application conditions. It combines AppLogic Networks' rich App QoE, traffic, performance, subscriber, device, and location data with advanced AI to deliver clear, explainable answers. Users can begin with an Operations Insights dashboard and launch an AI-assisted investigation directly from the context of a metric or dimension. They can also ask questions in everyday language and receive rapid answers supported by charts, data, and explanations.



Figure 2 - AI App Analyst combines context drill-downs with natural-language exploration to turn App QoE and network data into actionable answers

MAKING APP QOE INTELLIGENCE ACCESSIBLE ACROSS THE ORGANIZATION

AI App Analyst makes Operations Insights accessible beyond specialized network analysts. Each department can explore the same underlying App QoE and network intelligence through questions that reflect its responsibilities.

- Technical Support can investigate an individual subscriber's application experience and shorten resolution time.
- Network Operations can identify the cause, scope, and location of strong or degraded performance.
- Network Planning can evaluate capacity, technology performance, and investment needs.
- Marketing and Sales can uncover service-plan, bundle, and growth opportunities.
- Customer Success can identify experience risks and opportunities to strengthen loyalty.
- Executive teams can obtain rapid answers to strategic and operational questions.



Context Drill Downs

From within Operations Insights dashboards, users can select a metric or dimension to launch an AI-powered investigation. AI App Analyst automatically examines the relevant data and provides a clear explanation of the condition, trend, or anomaly. This accelerates root-cause analysis and the study of high-performing experiences by reducing manual navigation, data correlation, and guesswork.

Natural Language Exploration

AI App Analyst also provides a conversational interface that allows users to explore operational and business data using everyday language. Teams can ask questions about AppQoE, network performance, subscriber behavior, usage trends, capacity, devices, applications, locations, or customer experience and receive understandable answers with supporting charts and data.

Example Questions

- Which applications are delivering the strongest and weakest App QoE?
- What network conditions are contributing to the best subscriber experiences, and where can they be replicated?
- How many subscribers are affected by this performance condition?
- Where are gaming subscribers experiencing strong or degraded performance?
- What is causing capacity growth in this location?
- Which subscribers would benefit from a service-plan upgrade?
- How do application experiences compare across equipment vendors?
- Did a recent network change improve subscriber App QoE?

WHAT CSPS CAN DO WITH OPERATIONS INSIGHTS

- Detect silent network faults that affect subscriber App QoE but do not generate traditional network-element alarms
- Identify exceptional performance and the conditions that can be extended to other subscribers, locations, or services
- Quickly identify anomalies and predict issues across subscribers, applications, devices, locations, network nodes, service plans, network slices, and other dimensions
- Pinpoint the source of a condition affecting a particular subscriber or customer segment
- Determine when App QoE is influenced by external factors such as applications, devices, CDNs, or internet services.
- Identify applications that would benefit from CDN placement or network-transport optimization
- Compare App QoE and network performance across technologies and equipment vendors
- Identify the sources of congestion and understand the application-level effects of special events, runaway devices, software releases, and mass application downloads
- Determine how many subscribers are affected and prioritize action based on the significance and business impact of the condition
- Identify subscribers who would benefit from a service-plan upgrade based on the applications they use and the experience their current plan delivers
- Answer operational, planning, customer, and business questions through rapid natural-language analysis
- Extend access to App QoE intelligence across departments without requiring every user to become a data or network expert

QoE Breakdown
See how many subscribers are affected per group

Flexible Data Grid
Select and sort key KPIs by multiple dimension

Drill Down to Individual Users
Understand what specific subscribers are experiencing to address their concerns

Speed Tests
Check how many speed tests subscribers are performing

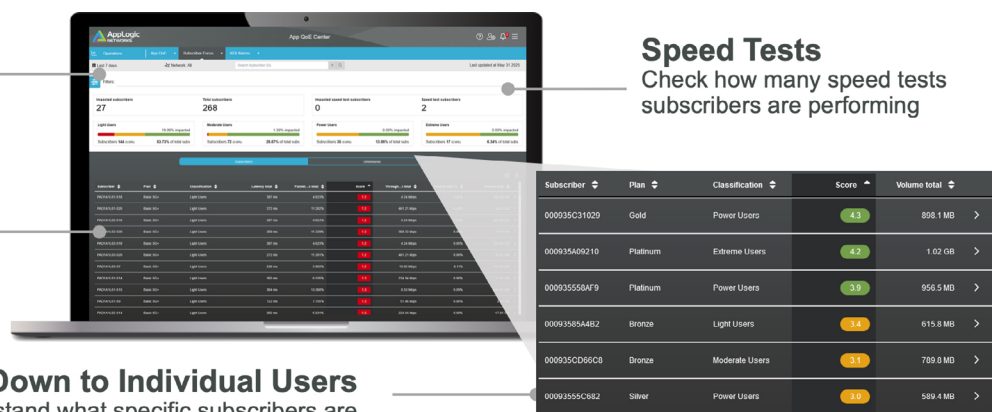


Figure 3 - Operations Insights quantifies subscriber impact and enables teams to drill down from an affected group to individual users



FROM NETWORK DATA TO CUSTOMER AND BUSINESS OUTCOMES

Operations Insights helps CSPs move beyond isolated network metrics to understand the experiences delivered to subscribers. App QoE provides the application-level context required to determine whether a condition matters to customers, how many subscribers are affected, and which actions will generate the greatest operational and business value. It also shows where performance is especially strong so successful configurations, policies, or service conditions can be understood and replicated.

Automatic diagnosis accelerates investigation, while AI App Analyst makes insights available through natural-language interaction. Together, these capabilities help CSPs prevent complaints, reduce churn, accelerate issue resolution, improve customer satisfaction, make better-informed planning decisions, increase operational efficiency, and uncover incremental revenue opportunities.

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, monetize, and secure application experiences using contextual AI-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 LinkedIn @applogicnetworks.



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