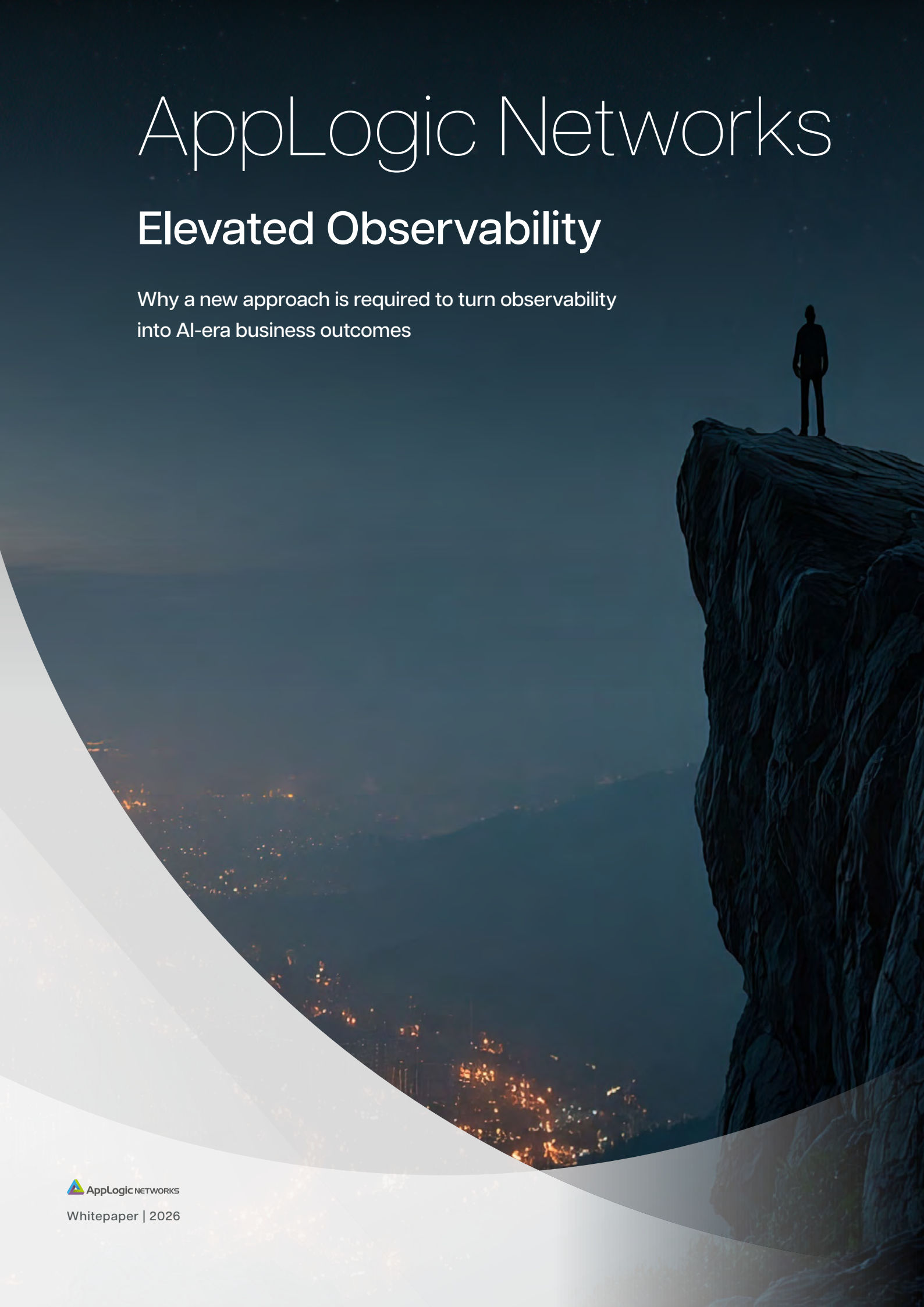
AppLogic Networks

Elevated Observability

Why a new approach is required to turn observability into AI-era business outcomes



AppLogic NETWORKS

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Executive summary

When “observability” became popular, it was positioned as an improvement to monitoring and service assurance. The promise was simple. It helps teams understand why systems fail by pulling together operational data from across apps and networks.
That step forward mattered. Today, it is not enough.

Network owners that sell services are judged on outcomes. They are judged on customer experience, reliability during peak demand, and the ability to create new services that people will pay for. Leaders also want automation that is safe and repeatable, and a data foundation that makes AI useful in real operations, not just pilots. Industry research shows many organizations still deal with too many tools, data silos, and gaps in full-stack observability, which makes it hard to turn observability into measurable business outcomes. [1]

Elevated Observability is the next step. It expands observability so it supports business outcomes, not just troubleshooting. It is built on:

- Enriched, AI-ready data and derived insights, delivered as customer-centric B.E.S.T. Insights (Behavior, Experience, Sentiment, Trends), so more teams beyond operations can make decisions using the same trusted foundation. [1]
- App-aware traffic management and policy control, which is the game changer for intelligent automation and repeatable outcomes, especially during congestion and unpredictable demand spikes. [2] [3]
- Practical AI enablement, because AI is common, but many organizations still struggle to put AI into daily workflows and get results at scale. [5]
- Plain-English access, so more people can ask questions and use insights without learning complex query languages. [6] [7] [8]
- Stronger security outcomes, supported by application-level visibility plus precise traffic and policy controls, not blanket blocking. [2] [3]

This approach supports a simple operating model: Analyze, Optimize, Monetize, and Secure.

Why traditional observability is hitting a ceiling

Traditional observability is still important for monitoring and troubleshooting. The ceiling shows up when teams expect it to drive bigger goals like monetization, customer experience improvements, automation, and stronger security.

Operations-first limits who can use the data

Many observability programs are built mainly for engineers. The data and dashboards can be too technical, too fragmented, or too hard to use for teams outside operations. When that happens, other departments disengage or build their own separate reports that do not scale.

Tool sprawl creates a visibility plateau

Many organizations run multiple tools and still struggle with siloed data and incomplete coverage. The result is more dashboards, but slower decisions and lower confidence when it is time to act. New Relic's Observability Forecast highlights persistent challenges preventing full-stack observability, including integration and siloing issues. [1]

Demand is bursty, and congestion is a business problem

Traffic does not rise smoothly. It spikes with time of day, events, content releases, software updates, weather, and shifting user behavior. Cisco's Annual Internet Report describes continued growth in users, devices, and connections, along with changing application demands. That increases the frequency and impact of peak periods. [9]

During peaks, "observe and report" is not enough. Providers need to protect critical experiences, preserve premium services, and make fast decisions during congestion windows.

Automation is becoming non-negotiable

TM Forum frames the shift to Autonomous Network operations as a top priority for network leaders. The goal is higher automation maturity to improve speed, reduce cost, and improve customer experience. [2] This requires systems that support controlled action at scale, not just analysis.

AI scale requires consistent inputs and workflow integration

AI tools are common, but many organizations still struggle to get enterprise value because AI is not built into everyday workflows. [5] In practice, that means teams need consistent data, clear insights, and the ability to take repeatable actions.

What Elevated Observability means

Elevated Observability is a new approach to traditional observability that helps more teams act and achieve their desired outcomes.

1) **Enriched data, not only troubleshooting data**
   Traditional observability often focuses on operational metrics, logs, and traces. These remain important. [12] Elevated Observability adds an enrichment layer that turns operational network and service data into customer-centric insights that more departments can use.
2) **More people benefit, not only operations**
   Elevated Observability is designed for cross-functional team use, including Operations, Care, Product, Marketing, Revenue, Security, and executives. The goal is shared understanding and faster decisions, without building shadow analytics stacks.

3) **App-aware traffic management and policy control enable intelligent automation**
   This is the game changer. It turns insights into repeatable action. It helps sustain service quality during congestion using prioritization, fairness, and tier protection. It aligns with TM Forum's push to accelerate Level 4+ automation of network operations. [3]
4) **Plain-English access expands adoption**
   Natural-language querying is showing up in observability tools because it helps more people explore data. Honeycomb describes asking questions in plain English to generate useful queries. [6] AWS also documents natural language support for generating and updating queries. [7]

The differentiator: B.E.S.T. Insights

B.E.S.T. Insights are the enriched layer that turns operational network and service data into customer-centric insights that most departments can use. B.E.S.T. stands for Behavior, Experience, Sentiment, and Trends.

- Behavior: adoption, usage patterns, cohorts, engagement
- Experience: application quality of experience and performance context
- Sentiment: inferred satisfaction and frustration risk by application and cohort
- Trends: how these measures change over time, supporting forecasting and planning

This matters because fragmentation and siloed data still prevent many organizations from getting full business value from observability investments. [1] B.E.S.T. is designed to make the same foundation usable across teams, not just readable by specialists.

The operating model: Analyze | Optimize | Monetize | Secure

Analyze

Turn operational network and service data into B.E.S.T. insights, and make it usable in plain English.

What "Analyze" looks like in practice

- Application and service visibility by segment, location, device type, access type, plan, and time window
- Quality of experience baselines and comparisons for peak versus non-peak periods
- Behavior analysis that explains usage shifts before they show up as churn, complaints, or cost spikes
- Trend views that support forecasting and planning, especially for seasonal peaks and event-driven surges

Who benefits most

- CSPs: NOC, performance engineering, service assurance, care leaders, product and commercial analytics
- MSPs: managed NOC, service delivery, customer success, solution architects, account teams needing proof of experience
- Enterprise: IT ops and network teams, digital experience teams, workplace teams, operators of guest or premium experiences

Natural-language querying reduces dependence on query languages and broadens who can explore and act on the data. [6] [7] [8]

Optimize

Use app-aware traffic management and policy control for intelligent automation, especially during spikes and congestion.

What "Optimize" looks like in practice

- Prioritize mission-critical applications during contention
- Apply congestion policies that protect baseline experience while preserving premium tiers
- Use peak-period playbooks that can be applied consistently, then improved over time
- Defer capacity spend by using available resources more intelligently during constrained periods

Who benefits most

- CSPs: network engineering (core, transport, edge), service assurance, CTO teams driving automation maturity
- MSPs: managed operations teams delivering consistent experience across customers, service delivery leaders standardizing playbooks
- Enterprise: IT ops and network teams, OT and IoT operations on constrained links, internal managed services teams

This aligns with the industry push to reach Level 4 autonomy and beyond. [2] [3]

Monetize

Differentiate services, prove experience, and support platform models.

Networks are moving beyond basic connectivity. GSMA Open Gateway points to a future where network capabilities are exposed through common network APIs for developers and cloud providers. [4]

Monetization is moving toward a platform model. Network capabilities are consumed inside digital services, and buyers expect proof that the experience is better, especially during congestion. McKinsey notes that network APIs can unlock significant value, but it takes interoperable supply and proof points that show outcomes, not just capabilities. [10]

What "Monetize" looks like in practice

- Experience-based tiers and SLA-backed offers
- "Peak protection" offerings where premium experience is preserved when capacity is constrained
- Value-added services that use customer insights to guide packaging and adoption
- Programmable network strategies that link API-based capabilities to measurable experience outcomes

Who benefits most

- CSPs: product management, growth and monetization, B2B services, partnerships and strategy
- MSPs: portfolio and offer management, sales engineering, customer success
- Enterprise: hospitality, venues, multi-site operators, and any enterprise offering premium connectivity experiences

Secure

Enhance security with better visibility and precise traffic and policy controls.

What "Secure" looks like in practice

- Detect and respond to abuse patterns that show up at the application level
- Enforce acceptable use and service policies with precision
- Protect high-value services during peak events, when abuse and degradation risk often rise together
- Reduce false positives by using application and behavior context

Who benefits most

- CSPs: security operations, fraud teams, policy and compliance groups, network teams protecting premium tiers
- MSPs: managed security services, SOC and NOC teams, compliance owners
- Enterprise: SOC and cyber defense, zero trust teams, risk and compliance

Automation maturity supports faster and more consistent response at scale. [2] [3]

The AI twist, grounded in outcomes

AI scales when it has AI-ready data, clear derived insights, and workflow integration that turns analysis into repeatable execution. McKinsey notes that AI is now common, but many organizations have not embedded it deeply enough into workflows to produce material enterprise results. [5]

Elevated Observability supports AI models that matter for connectivity businesses:

- Churn propensity: better when models include experience and behavior context, not only usage totals
- Capacity planning: better when it includes demand trends and experience-aware utilization, especially across peak periods
- Experience forecasting: better when it reflects application behavior and cohort patterns over time

The point is simple. AI becomes reliable when the data is consistent, outcome-oriented, and usable across teams.

Conclusion

Traditional observability remains essential for monitoring and incident response. A new approach is required to deliver what the market now demands: differentiated services, intelligent automation, scalable AI, plain-English access, resilience through unpredictable spikes and congestion periods, and stronger security outcomes.

Elevated Observability is that approach. It focuses on customer-centric B.E.S.T. insights that more departments can use. It also pairs those insights with app-aware traffic management and policy control so actions can be applied consistently, including during peak demand. [1] [2]

Most importantly, Elevated Observability is a practical path to turning networks into a business platform. The industry is moving toward standardized network APIs, and GSMA Open Gateway is a clear indicator of that direction. [4] McKinsey argues that network APIs can unlock significant value, but realizing it requires interoperable APIs and proof points that show outcomes. [10]

Elevated Observability helps provide those proof points, because it links customer experience insights to automated control during congestion, and to security controls that protect users and services at scale. [2] [3]

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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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