Network Intelligence

Dashboard

History

Trends

Settings

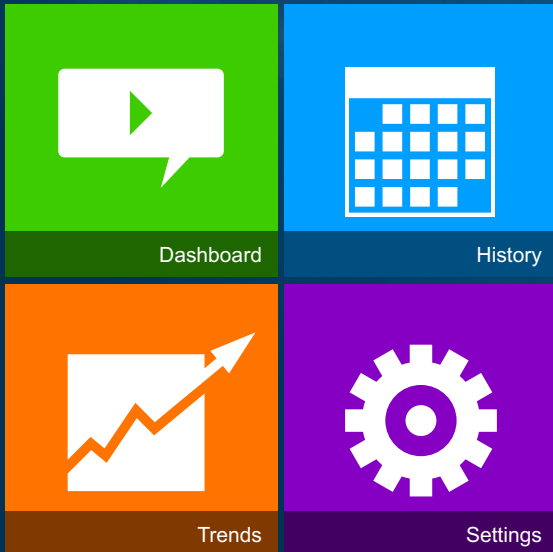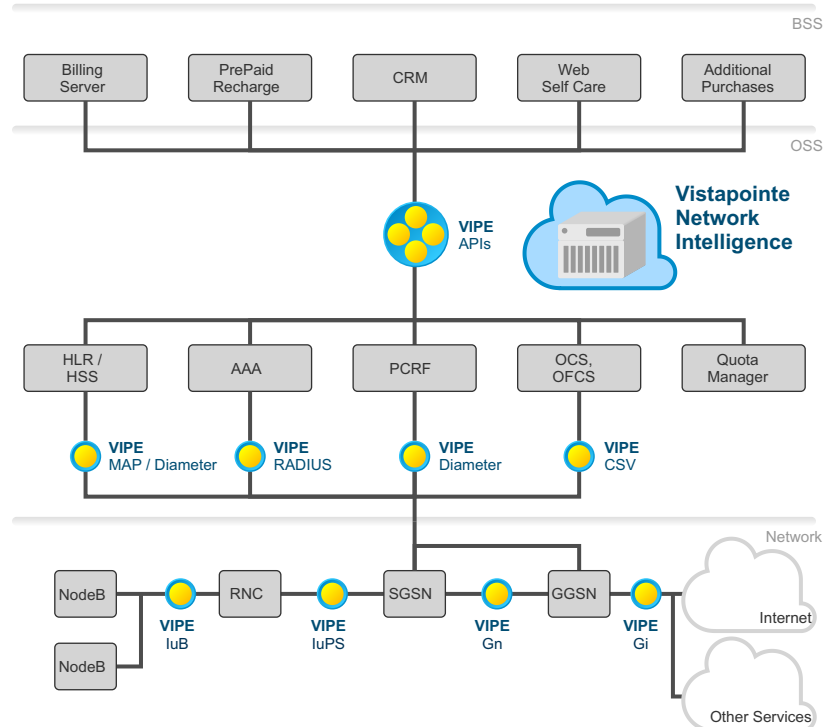## Real-Time Reports

Unprecedented Insight

Introduction

Vistapointe Network Intelligence is a state of the art Cloud based Business Intelligence solution for 3GPP 3G, 4G/LTE mobile networks, that non-intrusively taps into data and signaling layer interfaces in 3GPP networks to offer vital, actionable insights that can be leveraged to effectively profile mobile data customers dynamically, drive marketing programs, optimize the RAN and Packet Core to enhance quality of experience and identify opportunities to create innovative new service plans.

A highly scalable, customizable, end-to-end carrier grade solution with patent-pending architecture, Vistapointe NI aggregates, analyzes, formulates and visualizes critical business KPIs on an easy to use graphical user interface in real-time, enabling marketing and operations to rapidly respond to changes in subscriber behavior and network conditions.

Product Overview

Vistapointe Network Intelligence non-intrusively taps into a broad range of wire-line and wireless network interfaces to extract relevant data, which it enriches with value-added metadata (e.g. device information, geo-spatial coordinates for base-stations etc.) to compute KPIs that are visualized on a browser-based dashboard.

BSS

| Billing Server | PrePaid Recharge | CRM | Web Self Care | Additional Purchases |

OSS

VIPE APIs

Vistapointe Network Intelligence

| HLR / HSS | AAA | PCRF | OCS, OFCS | Quota Manager |

VIPE MAP / Diameter   VIPE RADIUS   VIPE Diameter   VIPE CSV

Network

NodeB — VIPE IuB — RNC — VIPE IuPS — SGSN — VIPE Gn — GGSN — VIPE Gi — Internet

NodeB

Other Services

vistapointe

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Network Intelligence

Features

- Cloud and in-network data center based deployment alternatives for ViVID
- Non-intrusive, passive monitoring platform
- Real-time and historical KPIs presented in graphical and tabular formats
- Perform what-if analysis for revenue modeling based on historical data
- Highly available & scalable software architecture - deployable on standard rack/blade servers and ATCA

Benefits

- Gain real-time awareness of your network and subscriber behavior - Find out which of your smartphone customers are using tethering?
- Accelerate revenue growth by identifying and simulating new revenue opportunities
- Integrate with network elements and third-party apps for marketing (promotions, advertising etc.) and network optimization (bandwidth management, congestion control, tethering control etc.)
- Data-driven approach for better provisioning and optimizing network resources
- Define KPIs based on subscriber, plan, application, device, location and network resources for operational and CXO level reporting

Components

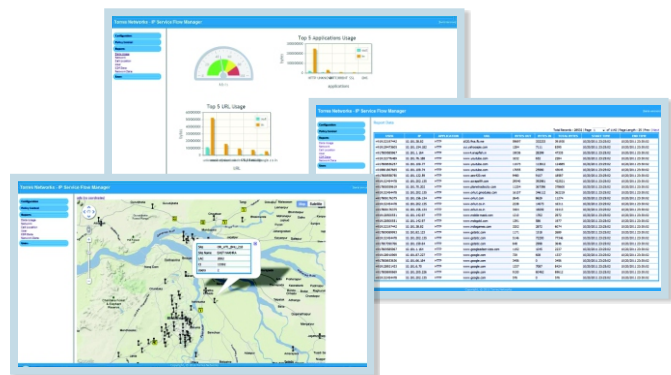**Vistapointe Intelligent Packet Engine (VIPE)™**
A standalone software module comprising of protocol engines that passively replicates and decodes traffic on standard network interfaces such as IuPS/Gb, Gn, Gi, Sx, Diameter, Radius, DHCP, SNMP, etc. and forwards only relevant packets, which are encrypted and compressed to conserve bandwidth, to VACE for analysis.

Vistapointe Analysis and Correlation Engine (VACE)™
The brain of the solution, VACE processes data packets forwarded by several VIPEs at high-speed, extracting essential data which it embellishes with additional meta-data for computing KPIs. The processed data is stored in highly optimized databases which ViVID accesses to generate real-time reports.

Vistapointe Visualization and Insight Dashboard (ViVID)™
Provides a rich, easy to use graphical user interface based dashboard which operations and marketing staff can access to obtain key real-time as well as historical KPIs based on subscriber, device, plan, bandwidth, network and location in graphical and tabular formats. Further, ViVID enables data to be formatted and exported to other elements either within the network (like PCRF, Offload Gateway, DPI, Operator Portals, Management Information Systems, Messaging Gateways etc.) or to third-party Value Added Service (VAS) applications.

> " ViVID provides tools for marketers to run What-If analyses for new service plans based on historical data, enabling them to model revenue growth and subscriber uptake prior to plan rollout "