



# MOSAIC SUBSCRIBER INSIGHT

## Personalizing Subscriber Experience

### Highlights

- Improves new service adoption through target market identification
- Supports proactive network management with capacity planning
- Reduces operational costs through network intelligence reporting
- Improves quality of experience with Layer 7 application visibility
- Reverses revenue leakage with billing system integration
- Spans across the entire network
- Supports ADTRAN and third-party vendor equipment

### Broadband Service Expectations

Today's broadband service provider faces a challenging task. The rise of millennials and the on-demand economy is leading to growing service expectations from broadband. At the same time, competition is nipping at their heels looking to steal customers, resulting in downward pressure on revenues and margins. In this environment, understanding your subscribers and ensuring their satisfaction is key to retaining your customers. Service providers can use intelligence about their network and subscribers to dramatically improve their business operations. This intelligence also enables service providers to reduce operational costs, drive new service adoption, and increase customer loyalty.

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## Addressing the Subscriber Experience:

Since establishing the industry's first open SD-Access architecture, ADTRAN Mosaic™, ADTRAN continues to develop a flexible, agile services delivery framework. As service providers migrate service control away from closed, monolithic systems controlled by multiple misaligned vendor-specific element management systems to a common, open SDN-based controller, the opportunity presents itself to fundamentally improve subscriber experience. The ADTRAN Mosaic Subscriber Experience Suite supports this user-driven service model by using microservices with open APIs and operational logic to provide advanced analytics, software-centric operations and virtualized service delivery – making installation and activation faster and easier while improving overall quality of service.

Service providers must focus more on delivering a simple, intuitive experience. Proactively alleviating customer service issues through network data mining and subscriber insight ensures customer loyalty by personalizing their subscriber experience.

## Subscriber Insight

Mosaic Subscriber Insight is part of the ADTRAN Mosaic Subscriber Experience Suite. Mosaic Subscriber Insight enables broadband service providers to:

- **Improve quality of experience:** Gain real-time insight into subscriber, application and network status to actively troubleshoot problems and eliminate truck-rolls
  - **Identify target markets:** Diagnose patterns in subscriber behavior and usage. Determine the correct customers to target for upgraded services.
  - **Reduce churn:** Classify subscribers by usage to identify low-usage, potential flight-risk subscribers
  - **Leverage intelligence:** Identify subscriber and billing system inconsistencies, and improperly provisioned circuits to cut revenue leakage
  - **Proactively manage network:** Gain a global view of network and traffic patterns to plan network upgrades before experiencing bottlenecks
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# Personalizing Subscriber Experience

## Features

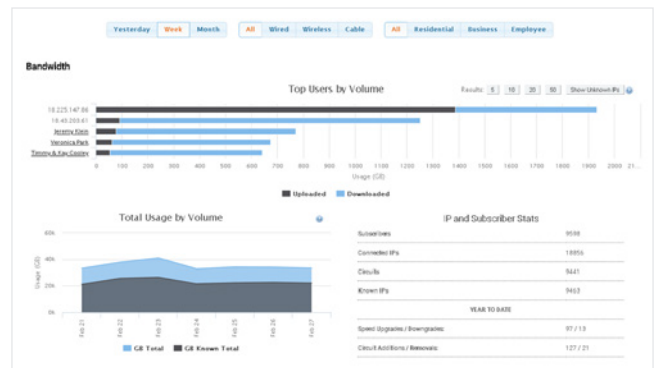
### Real-time Network Insight

- Dynamically ties together subscriber, network and billing data
- Identifies errors in circuit provisioning to stop revenue leakage
- Delivers actionable intelligence to customer service and operations

### Intelligence Reporting

- Revenue Leakage Report
- Speed Mismatch Report
- Subscriber Usage Pattern Report
- Subscriber Behavior Analysis Report
- Bandwidth Utilization Report
- Broadband Service Stats Report

Network analysis reporting top users, total bandwidth usage, and subscriber statistics



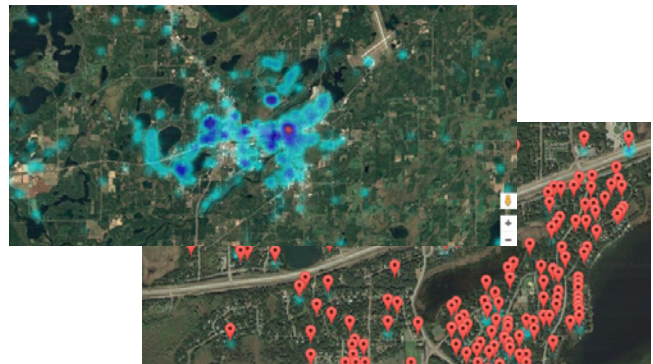
### Open APIs

- Open APIs to integrate data from billing, OSS and any third-party vendor equipment
- Native support for multiple access types and equipment

### Network Management

- Comprehensive view across network and subscribers
- Network heat maps with Google Maps integration
- Proactively identify subscribers for upsell
- Predictive analytics for planning network upgrades

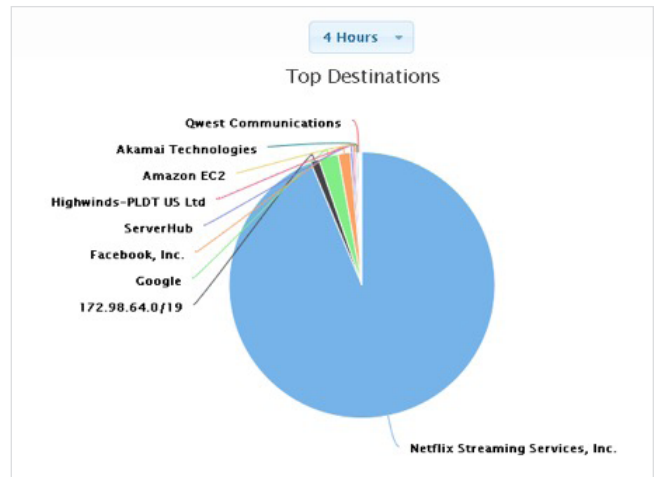
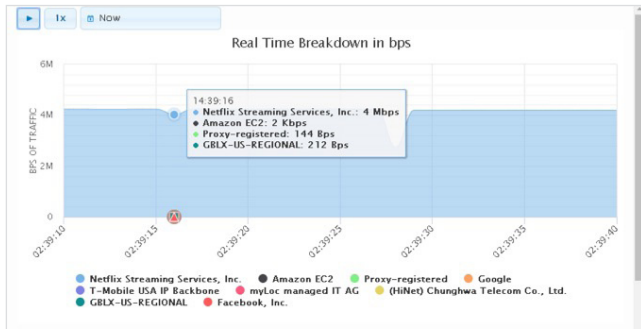
Heat map and per subscriber map viewing options with Google Maps integration.



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## Layer 7 Application Visibility

- Deep packet inspection engine integration for enhanced application and device data



Layer 7 application visibility with easy to read graphs displaying real-time subscriber usage information.

## Live-Circuit Troubleshooting

- View real-time physical layer data for troubleshooting
- Analyze real-time and historical application-level data trends
- Eliminate truck rolls through remote diagnostics

## Software-as-a-Service

- Cloud-based network intelligence tool offers global scale
- Available as a subscription service minimizing capex

ADTRAN Mosaic Subscriber Experience Suite provides the components and solutions service providers need to be successful in emerging programmable and cloud-driven telecommunication networks. ADTRAN Mosaic Subscriber Experience Suite provides the next steps in the evolution of broadband ecosystems and techniques for virtualizing the subscriber experience.

Personalizing Subscriber Experience with Mosaic Subscriber Insight, allows service providers to transform their network and the way they do business.



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