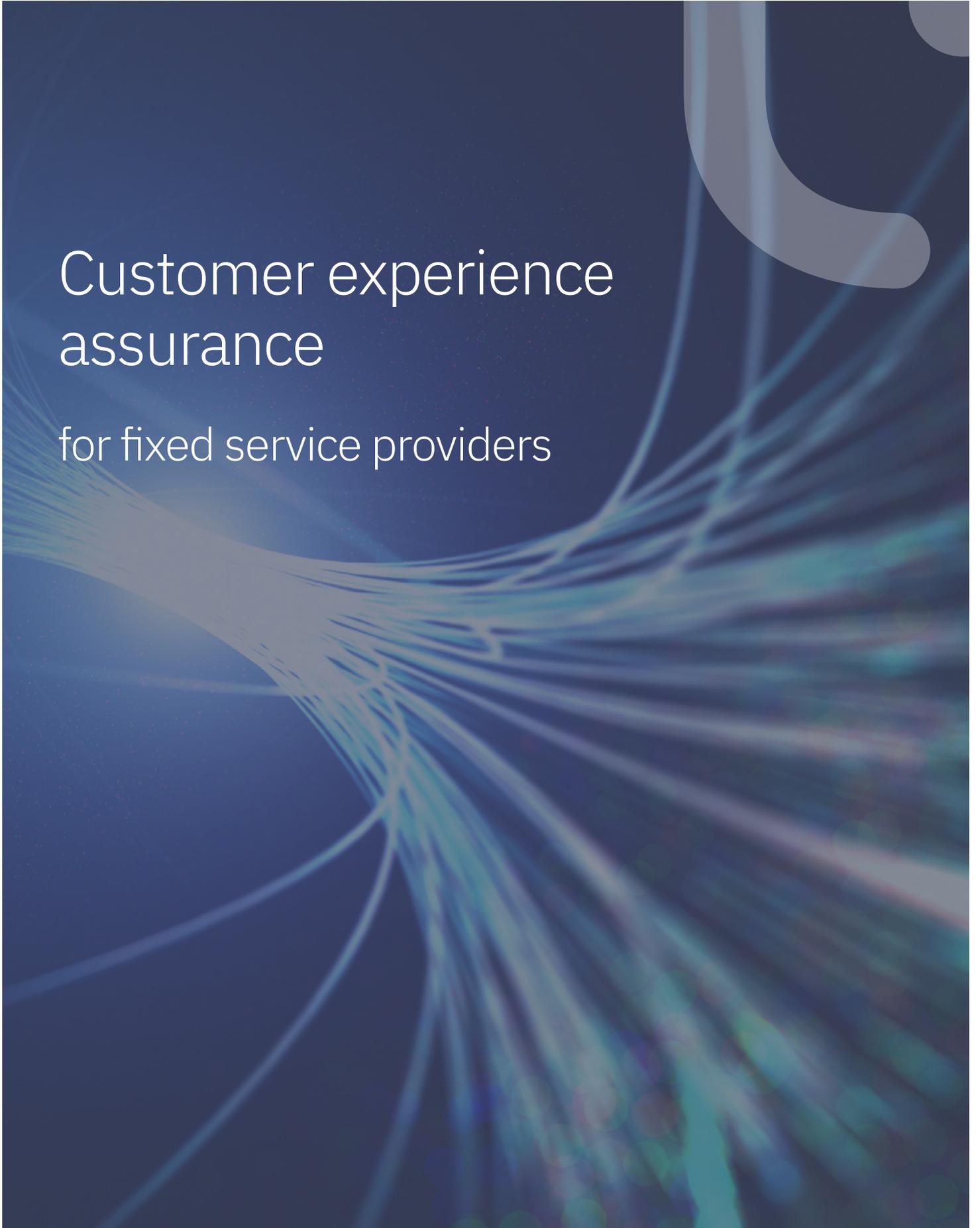


Customer experience assurance

for fixed service providers



Monetizing the rapid growth of advanced fixed connectivity revenue streams takes real-time, actionable customer experience intelligence and automation

The fixed telecommunications industry has reached an inflection point. According to Analysys Mason, fixed broadband traffic increased by 42% in 2020, substantially higher than previous forecasts; while at the same time, the underlying technologies that underpin the delivery of fixed connectivity ‘overlay’ services such as voice, video and unified communications - both in the consumer and enterprise segments - are rapidly evolving:

- Dedicated MPLS connectivity is giving way to lower cost, more dynamic SD-WAN, SASE and even wireless networks. But this brings with it challenges of multi-party ecosystem governance; security; and experience assurance;
- DSL infrastructure is reaching the limits of capacity and throughput, giving way to fiber networks as traffic growth continues. But this simply leaves operators needing to assure higher service expectations, against new and unfamiliar potential problems;
- The line between fixed and mobile connectivity services is increasingly blurred, with the cost and agility advantages of Fixed-Wireless Access (FWA), and the flexibility requirements for certain customer segments delivering a business case with broad applicability. But this creates the need to assure new, more complex and dynamic wireless network topologies;
- Regulators are increasingly expecting evidence of targets being met across coverage, speed, reliability and even privacy and security.



Infovista customer experience assurance: a comprehensive solution to assuring fixed connectivity services that grows and evolves with your business

A new set of customer experience assurance requirements has emerged to reflect the increased importance of reliable, high-performance fixed connectivity services running over virtualized networks. These include:

- Multi-vendor monitoring of heterogeneous broadband infrastructure including FTTH and fixed 5G;
- Monitoring of traffic encrypted with advanced protocols such as TLS 1.3, in support of proactive network planning and insights into customer behavior and content preferences;
- Assurance of the delivery of SLA and managed service commitments to enterprise customers over evolving transport networks including SD-WAN and SASE;
- Accurate and comprehensive monitoring and reporting of latency-intolerant applications such as voice services and conferencing;
- Support for customer self-service portals for visibility and initial triage of performance degradations or faults.

Infovista customer experience assurance for fixed service providers delivers a single pane of glass for your network and service operations teams to automate much of the manual activity involved in

fulfilling these processes, from an easily extensible cloud-native and scalable platform that grows and evolves with your business.

The solution provides at-a-glance visibility of the performance over time of services and applications as perceived by your customers. It enables you to rapidly troubleshoot performance issues, isolating their root-causes right down to the individual packet level.

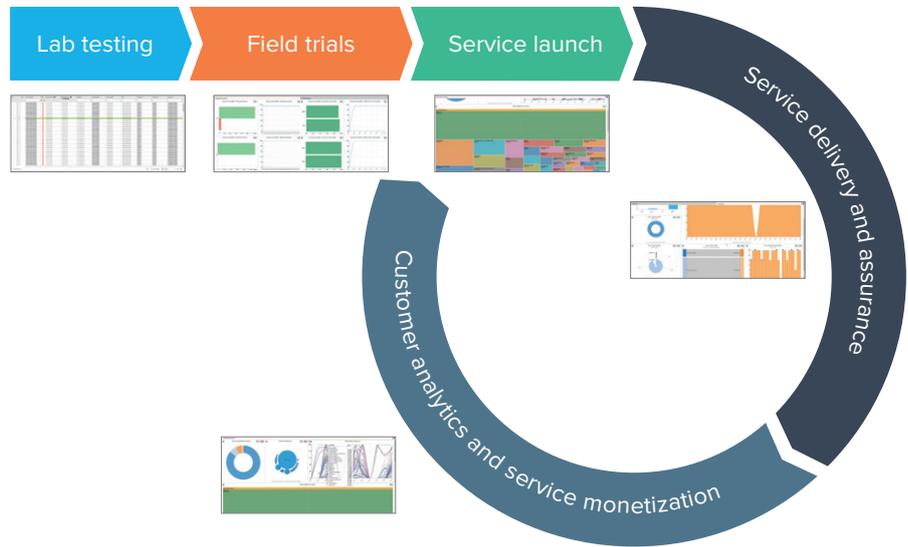
Multi-tenancy is enabled by our unique cloud-native, by design, platform architecture, with differentiated and guaranteed performance and SLA assurance for advanced connectivity services made possible by its distributed architecture.

The total cost of ownership (TCO) of the solution is kept low through its highly scalable nature, allowing for accurate right-sizing of supporting infrastructure resources, from small to large-scale deployments, with on-demand scale-out as your network, services and traffic expand.



Infovista customer experience assurance for fixed service providers delivers comprehensive customer experience visibility to operators and their customers throughout the service lifecycle

Modern, programmable networking technologies have enabled more agile service creation, but retaining the carrier-grade advantage means integrating assurance from the beginning. Whether rolling out in new territories or innovating and monetizing new services; Infovista for Wireline supports the full service lifecycle; from pre-launch to live service operations, through close alignment to peripheral systems including network domain and service orchestrators.



Infovista customer experience assurance for fixed service providers automates manually intensive tasks to simplify, accelerate and improve the cost-efficiency of network and service operations

Site testing workflow automation for complex site deployments involving new technologies such as 5G, significantly reducing testing and site activation times.

Automated assurance activation for rapid turn-up of new sites and customer deployments, to maximize the benefits deployments remotely orchestrated and managed from the cloud.

Automated data enrichment with the use of AI/ML, for proactive prioritization and optimization of network and service operations to maximize business outcomes such as availability and performance of critical services.

Automated root-cause analysis for the rapid isolation and resolution of service impacting issues

KEY BENEFITS

- Automation reduces manual intervention, time and effort, errors and delays
 - Reduce time-to-market for new services by removing assurance activation bottlenecks
 - Reduce TCO for customer experience assurance systems even as the workload and demands on NOC/SOC teams increases
 - A single ‘pane of glass’-correlated view of network, infrastructure, services and devices
 - Establish visibility and trust across the service delivery ecosystem
 - Improve customer experience and reduce churn
 - Reduce operational costs by consolidating tools
 - Assure advanced fixed networks and services architectures including Fixed wireless access (FWA), SDN/NFV and datacenter infrastructure
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Infovista's customer experience assurance solution for fixed service providers addresses the specific deployment, scaling, regulatory and security challenges of wireline operators today

Comprehensive visibility of rapidly evolving and growing broadband networks: Powerful and flexible vendor agnostic data collection and normalization shows status, trends and progress of existing and in-deployment broadband networks. KPIs across broadband infrastructure and down to port levels highlight customer/network facing issues.

Encrypted video reporting: Consumer streaming video constitutes 70% of more of most broadband networks. Infovista for wireline implements a unique approach to analyzing encrypted video to give operators the data they need to optimize network delivery and pinpoint issues with CDN caching, video resolution, and QoS.

Regulatory reporting compliance: Compliance reporting on specific reach and speed requirements tied to government funding for rural broadband access, for instance, can be simply and flexible implemented, whatever the granularity or specific KPI reporting requirements may be.

Consumer protection from robocalling: Our solutions support the verification of valid caller credentials to detect spoofed calls across both VoIP and SIP based voice calls, supporting the roll-out of government-mandated protocols and procedures such as STIR/SHAKEN. Innovative Infovista functionality like flex fields enables future proofing for upcoming enhancements such as Rich Call Data.

Security Operations: Our solutions are designed and tested using a multi-stage automated vulnerability scanning methodology to detect and fix issues prior to deployment. Our cloud native design is inherently secure, with encryption used for inter-process communication. Robust user controls provide administrators with the capability to prevent unauthorized access to sensitive reports and data.

Inherently secure, high efficiency, high velocity traffic decryption for modern ephemeral cipher suites: The solution employs session-key intercept (SKI) approach to traffic decryption, even for advanced encryption technologies such as Diffie-Hellman Ephemeral (DHE), avoiding the costly, unscalable and inherently insecure traditional 'MITM' approaches of the past.

Economies of scale through enterprise self-service portals: Leveraging the multi-tenancy features of the cloud-native by design KLERITY™ application architecture, providers of fixed enterprise connectivity services can empower their enterprise customers to conduct initial triage for connectivity issues by providing tailored self-service portals for initial visualization and troubleshooting. This reduces the manual overhead involved in customer care by significantly reducing the time taken investigating issues that originate in the customer premises.

About Infovista

Infovista is the global leader in network lifecycle automation (NLA) for the next-gen networks era. With its unique NLA approach, Infovista allows communications service providers (CSPs) and enterprises to improve their network performance and customer experience, optimize their productivity, and reduce their costs, while maximizing return on their investments. Spanning the entire network lifecycle, Infovista's products and solutions leverage an open, integrated, cloud-native portfolio that automates tasks, flows, analytics, and decisions to the greatest extent possible. More than 1,500 customers, including 400 Mobile Network Operators, around the world rely on Infovista to plan, design, deploy, test, operate, support, optimize, evolve, report on and monetize their networks.