

DATA SHEET

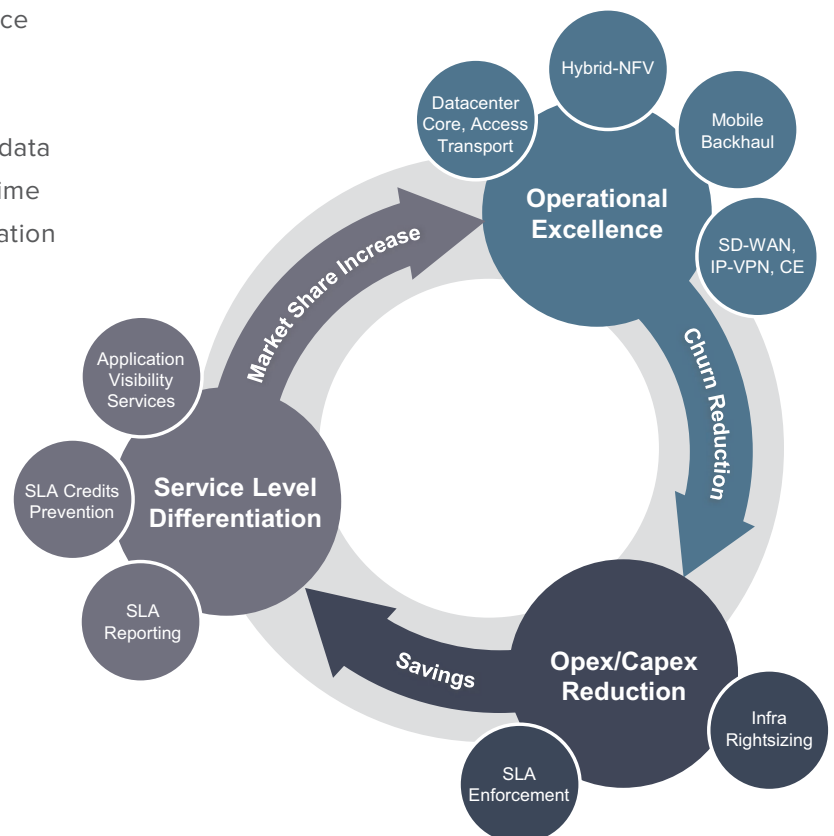
Ativa™ Business Services Solution



Driving the next generation of business services with automated service assurance

Through the Business Services Solution Package, Infovista Ativa™ enables network operators to gain the analytical insights needed to effectively manage physical and virtual networks. It also supports closed-loop optimization capabilities for automated root-cause analysis (RCA) and fault resolution. The solution package improves network visibility with real-time cross-domain data collection, analytics and reporting. It supports the rapid deployment of multi-technology, multi-vendor and multi-tenancy based networks at scale.

Ativa provides operators' network and service operations teams with powerful, end to end service and topology modeling capabilities, which empowers them to combine existing data with modeling algorithms and build in real-time service forecasts for increased value generation using accurate predictions.



The solution package provides differentiated value by enabling service level guarantee delivery, operational excellence and significant CAPEX/OPEX reduction, with real-time and dynamic operation, automated closed-loop optimization and data correlation across multiple domains sources.



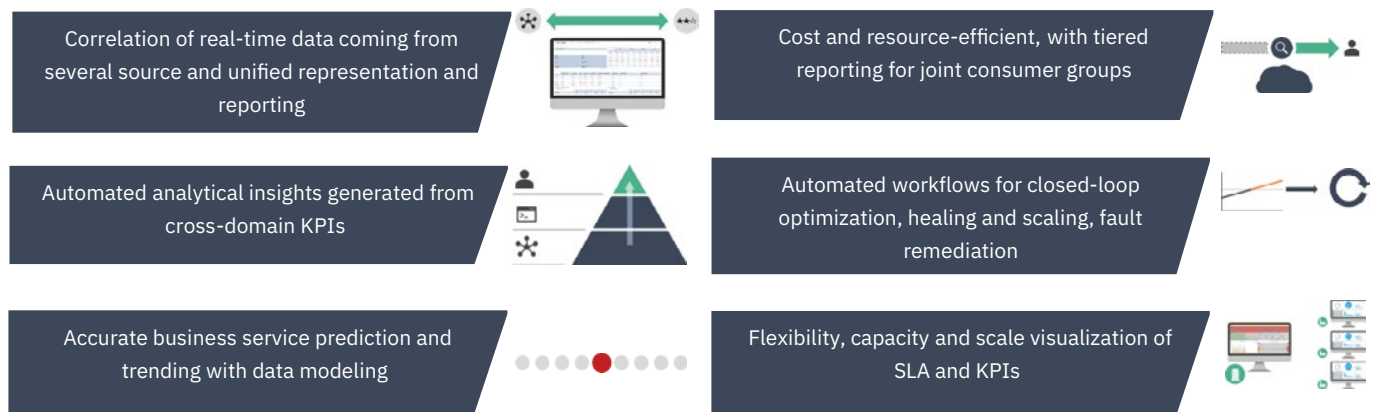
Business challenges addressed by the solution package

Current network and service monitoring solutions limit operators ability to visualize and proactively manage their operations with a focus on the customer, resulting in poor customer experience, high OPEX, the reliance on multiple 'silo' assurance systems and an inability to respond quickly to changes in network usage and performance. Some typical challenges are listed below:

Meeting service level agreements	Meeting or breaching SLAs have direct impact on revenue. There is a crucial need to constantly monitor the status of the SLAs and understand very fast the root-cause of events. Having an unified portal for visibility eliminates the need for complex fault finding and processing.
Differentiation of business services	Business customers have different needs and expectations. This can be addressed with the right tools providing the required monitoring granularity and insights about the different services, independently of the underlying networks.
Control price erosion	Over time many services become commodity for business users, due to the similarity of offerings in the market. Business services teams are looking for ways to avoid price erosion, by offering new and unique services to end customers. To be successful in the market, CSPs need full visibility and control of these services and insights into customer usage trends.
Service flexibility	Selling high value services introduces mandatory requirements: service adaptation with tailored solutions to address high-value customers and specific SLA for individual groups. In some cases, worldwide SLAs across multiple networks must be guaranteed.

The Business Services Solution Package addresses these problems with an end-to-end view of the transport network, with cross-domain correlation and guided automated workflows for rapid problem identification, root-cause analysis and resolution.

The solution package provides out-of-the-box analytics models, KPIs and alarms for reporting, visualization with dashboarding and simple troubleshooting navigation. Full customization and adaptation to customer needs can be done directly by the operator’s network and service operations teams.



Key features of the solution package

The solution package includes pre-configured dashboards, KPIs, analytics and troubleshooting capabilities specific to business services, including:

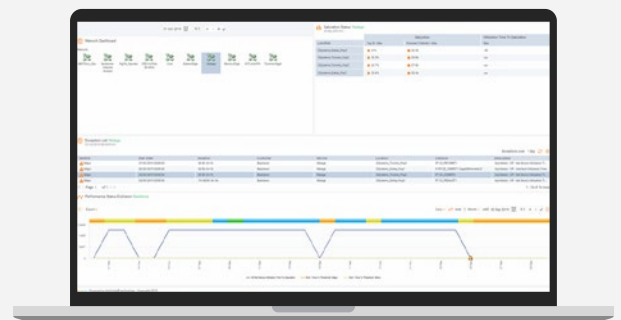
Dashboards and reports

Tiered **business services dashboards and reports** showing KPIs for transport network and service to enable different consumer groups with dedicated reports. They include:

- Service Tier 1 for service value, with performance and inventory information
- Service Tier 2 for revenue generation, with advanced metrics and reporting
- Service Tier 3 for service differentiation, with maps and self-service dashboards
- Service Tier 4 for maximizing value and ARPU, with application performance and visibility

Individual **dashboards** to support specific customer requirements outside of the standard product offering. Provides customizable KPIs and reports.

Interactive dashboards for **real-time analytics**. This includes the usage and trending of the customers devices, services and networks.



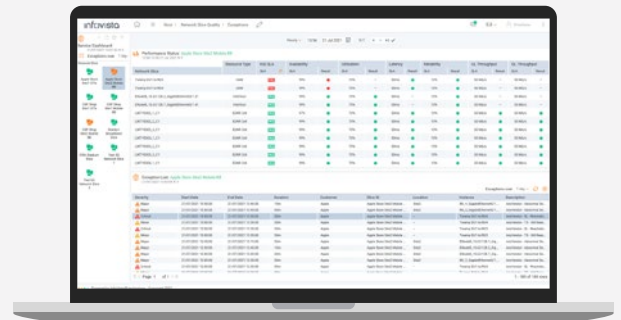
Analytics and troubleshooting

Real-time analytics includes usage and performance trends/patterns of network and services, usage profiles of customer and devices. Capacity trending and proactive resolution.

Real time alert on SLA breach, service outages and performances degradation related to threshold bypassed or deviating from learnt past values.

Technologies included:

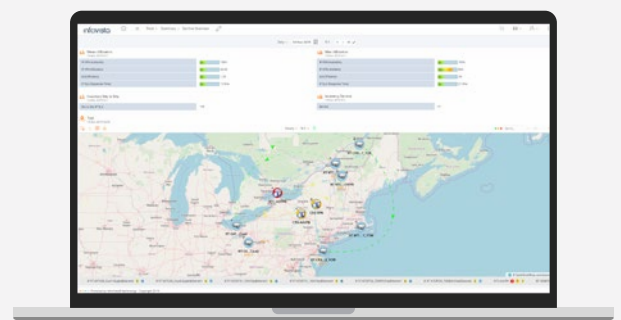
- Data Correlation: Pearson, Kendall, Spearman
- Statistics: Kurtosis, Skewness, new variance, standard deviation
- Regression: Polynomial trend
- Statistical Hypothesis: Kolmogorov Smirnov, t-test
- End-to-end session tracing, regardless of access point or service delivery method



KPIs and interfaces

Comprehensive transport, backhaul and mobile network support, including different KPI groups:

- Real-time status, usage and availability
- End-to-end performance metrics
- Baseline metrics, such as busy hour, etc.
- Performance events
- Geographic view of services
- Self-service analytical KPIs
- Self-service defined threshold KPIs
- Application discovery parameters
- Application usage by site and application
- Application performance metrics



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.