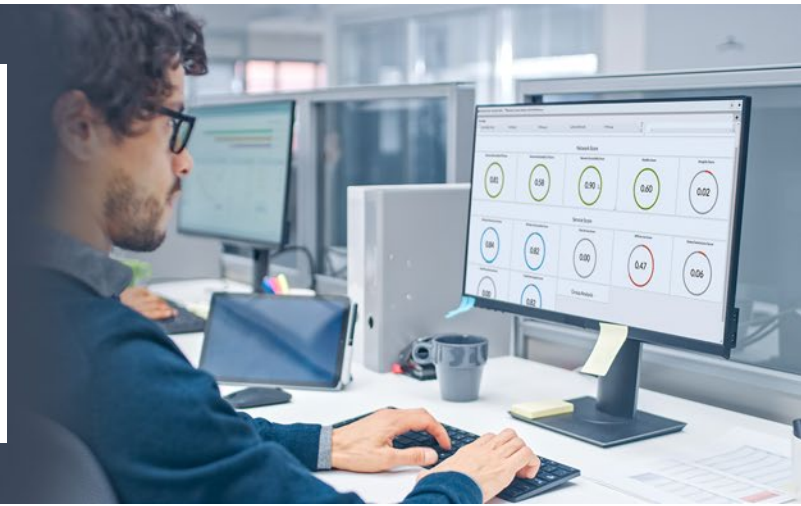


DATA SHEET

Ativa™ Customer and Device Analytics Solution



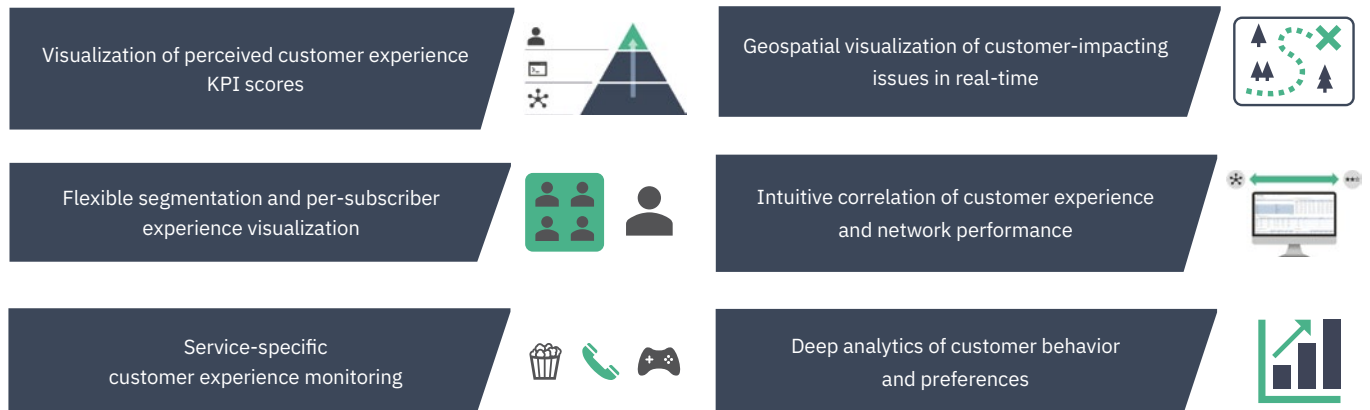
Monetize holistic insights into preferences and trends

Network operators have had the building blocks for deep intelligence into customer behavior for years, and the level of insight possible is becoming deeper as networks become more granular and densified. Insight such as customer location, content preferences, localized high-growth content categories, churn risk, sensitivity to QoS per segment and device utilization are just some examples of the insights that not only inform network, service and promotions planning, but also provide value to 3rd parties and enterprise customers that the CSP stands to monetize.

The Infovista **Ativa™ Customer and Device Analytics Solution** enables network operators to gain deep insights into content usage, preferences and trends, by providing uniquely rich intelligence right down to the per-subscriber, per-device, per-service level. This in turn supports a data-driven approach to improving churn avoidance, customer acquisition, ARPU growth, and ultimately network RoI.



Operators use the Customer and Device Analytics Solution Package to gain a holistic understanding of the factors that influence their customers' behavior on their networks. This enables the network, marketing offers, and enterprise sales, to be planned to optimize RoI, driven by optimization of customer experience.

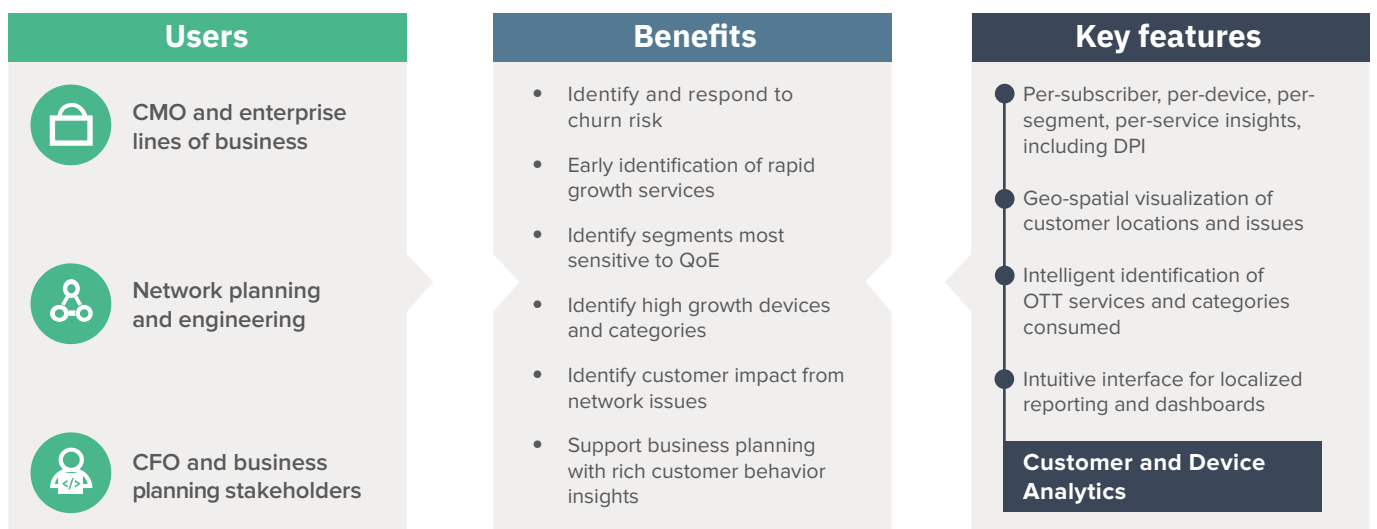


Leveraging advanced packet analysis, customer experience KPI modeling, detailed geo-mapping, flexible segmentation and drill-down analysis tools, the Customer and Device Analytics Solution provides a uniquely detailed perspective on customer and device experience and trends.

The solution enables operators to develop more granular data-driven plans for enhancing business performance, for example:

- Analyzing customer content preferences to support offer and promotion design
- Analyzing device trends to support device bundling offers
- Analyzing QoS sensitivity to customer churn per segment, to support customer retention campaign planning
- Identifying high churn risk behavior, such as SIM swapping or sudden reductions in usage
- Identifying upsell opportunities in response to, for example, sudden increases in usage
- Supporting network densification, expansion and configuration planning to improve customer experience for high value segments.

As such, there are a range of stakeholders and benefits from the Customer and Device Analytics Solution, as shown below:



Dashboards and reports

Per-subscriber / segment service dashboards showing customer experience KPIs for specific service types, for specific customers and groups, including:

- Voice service usage patterns
- SMS service usage patterns
- Data service usage patterns
- QoE Comparisons between network types (2G, 3G, 4G, 5G)



Geospatial QoE dashboards showing problematic areas where voice, data, SMS and other services are providing suboptimal or below average QoE.

- Supporting drill-down analysis to identify the root causes of problems

Connectivity / mobility analysis dashboards providing insight into how customer experience is impacted by traveling:

- Including roaming analysis for voice, data, SMS per subscriber
- Including mobility KPIs such as handover / fallback



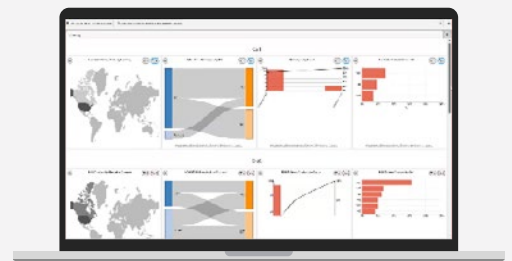
Analytics and troubleshooting

Multi-segment comparison capabilities, for analyzing the relative differences in usage, content preferences, customer experience and other KPIs among segments of customer or device

Customer impact analysis capabilities, for rapid identification of customers impacted by network problems

Customer experience scoring based on intelligent, multi-input calculations and user & control plane traffic analysis

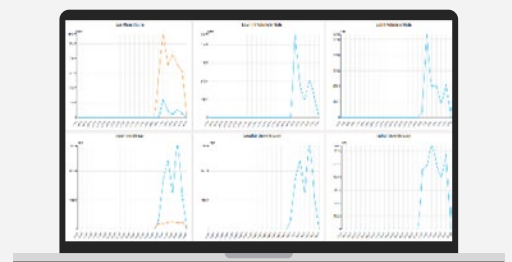
Network and service performance analysis for the correlation of network and service performance with customer experience, and customer behavior.



KPIs and interfaces

Holistic customer and device experience KPIs pre-configured with the solution package, including:

- Voice, data and SMS quality of experience and MOS scores for wireless and wireline
- Mobility scores summarizing handover, fallback, roaming and other mobility impacts
- Call and session duration, throughput and traffic KPIs, which can be split between upload and download
- Per-service and service type traffic, throughput, duration and quality of experience KPIs



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.