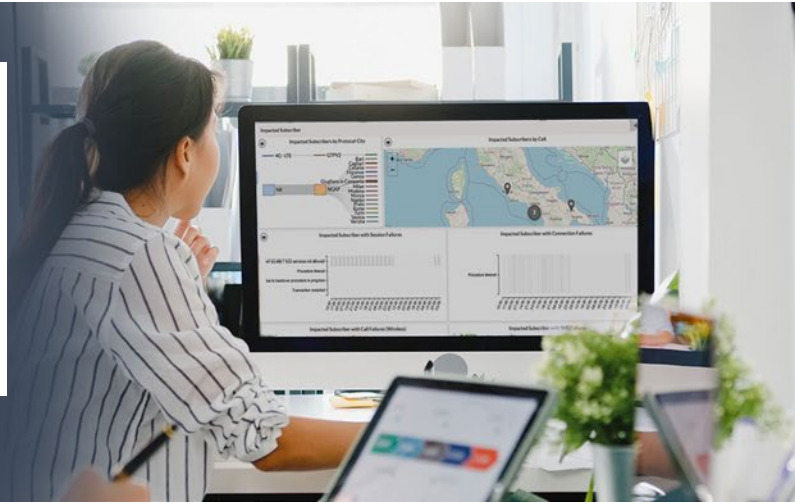


DATA SHEET

Ativa™ Experience

Part of the Infovista Ativa™ suite of applications for Automated Assurance and Operations



Deliver superior customer experiences more efficiently with automated customer-driven operations

Infovista **Ativa™ Experience** enables the delivery and monetization of differentiated customer experiences for the world’s most complex and advanced networks. Part of the Infovista Ativa suite of applications for Automated Assurance and Operations, Ativa Experience monitors and predicts customer experience KPIs and automates prioritization and execution of troubleshooting and resolution.

Infovista Ativa Experience provides network operators, service providers and enterprises with valuable insights into customer behavior, across markets, segments, and individual subscribers. It provides accurate KPIs describing perceived experience per service and service category, including service mean opinion score (MOS).

- **Visualize perceived experience** with smart algorithms for MOS and other quality of experience (QoE) performance indicators
- **Prevent and resolve issues** with automated network root-cause analysis (RCA) enabled by AI/ML
- **Empower self-service operations** with tailored dashboards enabled by multi-tenancy
- **Optimize quality of experience** by automating prioritization of NOC/SOC tasks based on impact on high value services and customers
- **Monetize regional trends** with geospatial visualization and customer trend analytics

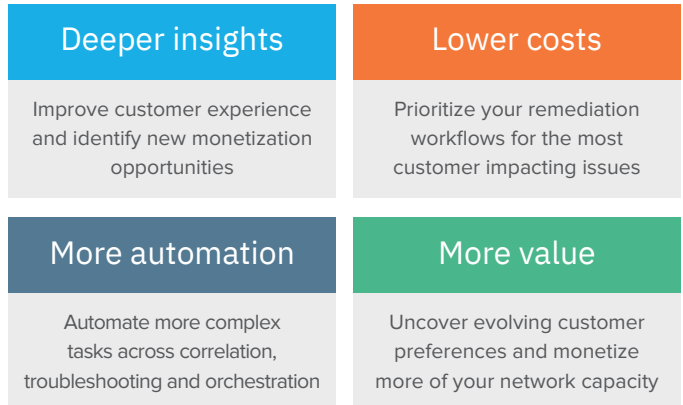


Leverage cloudified networks, simplify operational complexity and accelerate time-to-value

Through a cloud-native, open architecture, Ativa Experience empowers automated service operations for the most advanced, programmable networks. It eliminates the need for hardware appliances, supports on-demand scale-up and scale-out, and uses advanced analytics to efficiently monitor and assure customer experience anywhere in your network. This allows you to exploit the full potential of cloudified networks, delivering diverse service quality and service level agreements (SLAs) at scale.

Open APIs and SDKs enable rapid co-creation of use cases to support the monetization of high value, differentiated services with rapid time-to-market (TTM).

Pre-integrated use-case based solutions support rapid adoption of advanced automation for specific processes and service categories.



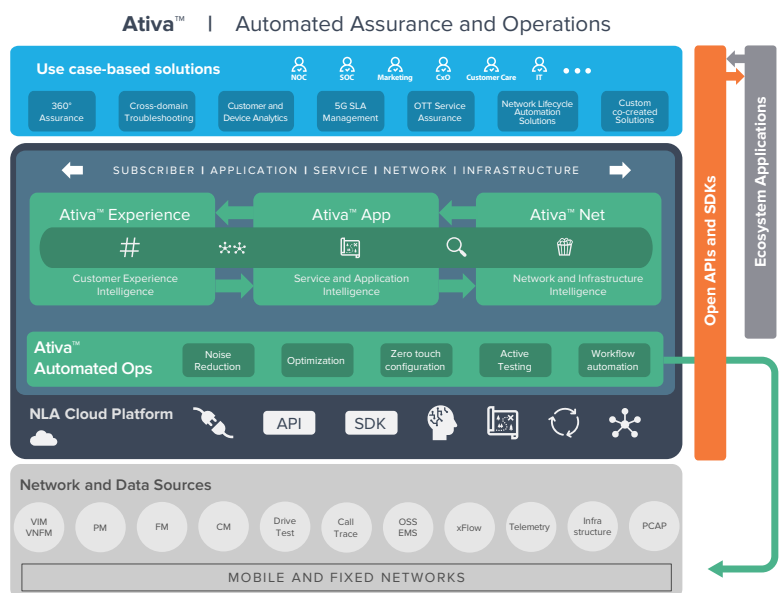
Part of the Ativa™ Automated Assurance and Operations suite, powered by network lifecycle automation

Empower accelerated customer-driven digital transformation with an extensible cloud-native platform

Ativa Experience is part of the Infovista Ativa suite of applications, all based on a common cloud-native platform of shared services. This ensures seamless interoperability not only across Ativa modules, but also peripheral ecosystem applications, to enrich customer experience insights with data sources such as crowdsourcing, financial, and marketing systems.

Compared to traditional assurance systems and alternatives, Ativa Experience benefits from the following advanced features through the network lifecycle automation (NLA) cloud platform:

- **Customer self-service portals** supported by full multi-tenancy, providing flexible, tailored visibility and control for enterprise customers. For example, this enables, customer first-level triage
- **Low-code and zero-code** SDK-based configuration for rapid co-creation of specific and localized use cases. For example, supporting, accelerated assurance activation for new services
- **Advanced analytics with AI/ML, digital twin, and comprehensive automation tools** for reduced time-to-locate and time-to-resolve, even in highly cloudified networks such as 5G standalone (5G SA)
- **Rich geospatial map views** for at-a-glance visualization of customer experience KPIs across regions. For example, this enables, rapid identification of problematic or high congestion areas



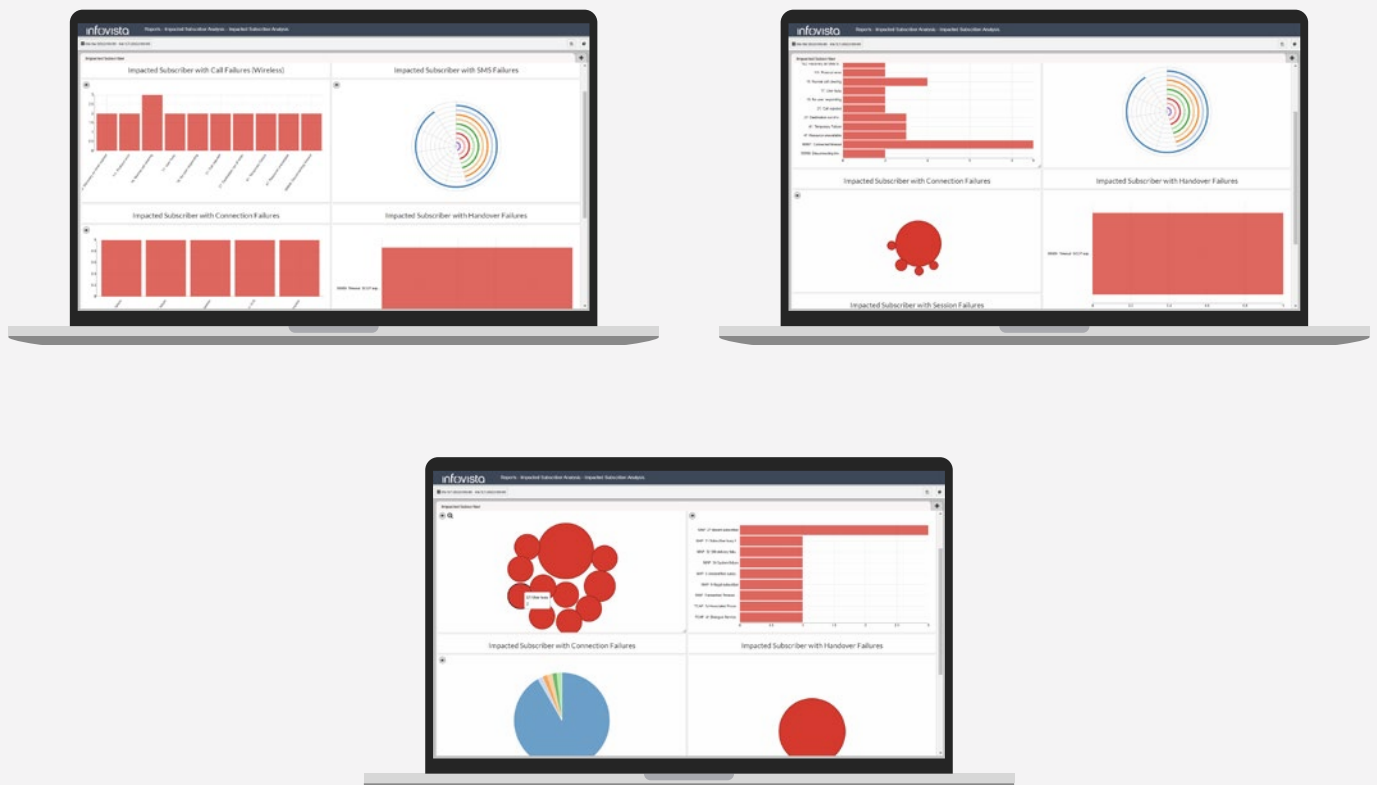
Unparalleled, actionable insights for advanced customer experience assurance use cases

Infovista Ativa Experience provides network operators with unique, per-subscriber, per-service, and per-device visibility of customer experience, including:

- **Service-specific customer experience KPIs** such as voice MOS and customer experience index (CEI)
- **OTT content preferences and trends visibility** through deep packet inspection (DPI), for valuable market insights into usage of content categories such as social networks, video on-demand, streaming, conferencing, and gaming services
- **Selective session recording** of user-plane traffic, on-demand, for in-depth customer experience troubleshooting
- **Subscriber location analytics** with geospatial visualization, for early identification of rapid growth markets, design of localized marketing and sales campaigns, or monetization of subscriber location insight

Rich, intuitive user interface with pre-configured outcomes-based solutions

Infovista Ativa Experience requires no advanced coding skills to use. It is a simple, intuitive drag and drop user interface that enables operations teams to quickly onboard more efficient, proactive processes and create tailored workflows, reports and dashboards that deliver value across the business.



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.