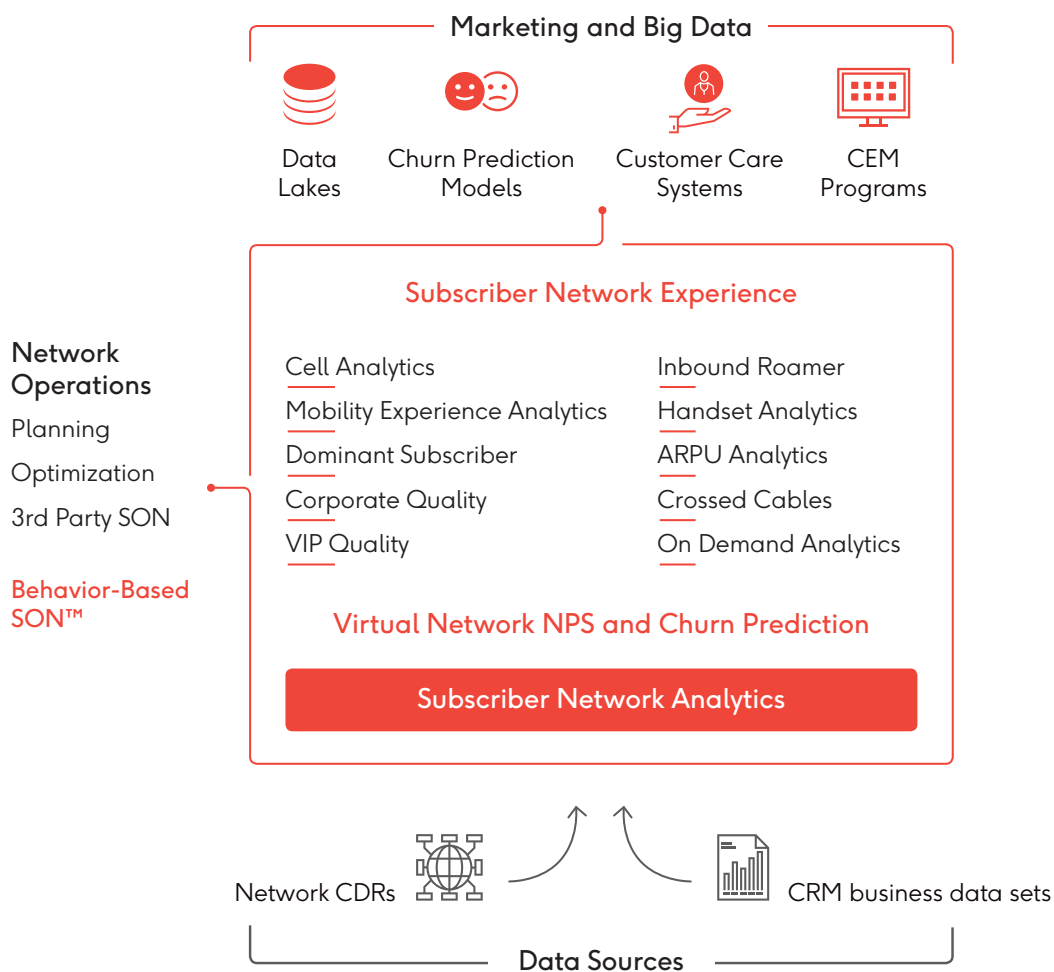


Subscriber Network Experience

The data sets used by traditional network analytics systems focus on mobile network cell and radio parameters, but ignore those of individual users or particular handsets. This has made the correlation of cells with subscribers and handsets a daunting task, and proactive 24/7 monitoring of important subscribers virtually impossible.

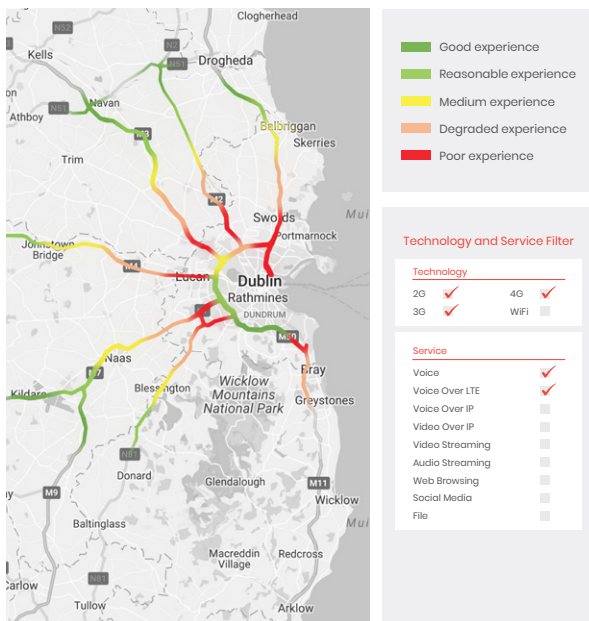
Continual's Subscriber Network Experience solution redefines network analytics. Its Subscriber Network Analytics platform reads voice and data CDRs to detect behavior, usage and experience patterns. It correlates – for all subscribers, all handsets and all devices – the network technology, site and cell, location, road, service and quality.



Actionable Insights

1

Mobility Experience Analytics is based on AI pattern recognition to deliver a scientific breakthrough in accurate tracking of communication experience on highways and railways. Because it can discriminate between static subscribers and those on the move, it maps Key Quality Indicators (KQIs) against the travel route and builds a complete network quality of experience (QoE) map for all routes. Quality teams can drill down to segments to observe and fix the quality issues for the different services and for the mix of cells serving such segments. It has advanced capabilities to export the KQIs and provide recommendations via an interface to third party network optimization systems like SON.

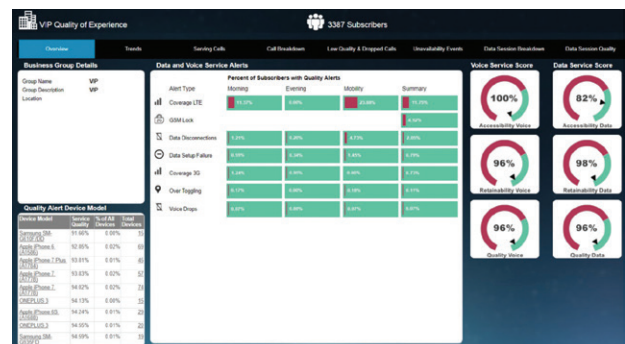


Benefits

- Better subscriber experience – for those on the move, at work or at leisure – reduces churn and increases brand loyalty
- Business-driven prioritization of network actions achieves faster ROI

2

Another key strength of the solution is its ability to track the experience of any **group of subscribers** who are identified as a business priority. Ranging from corporate accounts, through high-ARPU subscribers, VIPs, NPS detractors or promoters, foreign roamers and even specific marketing segments, detailed reports paint an accurate picture about the group. Actionable insights pinpoint the dominant cells that serve the group, and correlate poor experience to the affected individuals, dates, and even popular handsets. The results help meet quality SLAs (Service Level Agreements) within the corporate segment, and improve retention rates.



3

ARPU analytics help network teams make informed decisions in their day-to-day activities. From strategic planning, through rollout and optimization, to daily quality and maintenance tasks, ARPU analytics correlate the subscribers with greatest potential business impact to the locations, sites and cells that are going to be affected. The product drives business metrics for prioritization of the various activities.

- Unique network insights correlate subscriber parameters against KQIs, adding customer experience to network quality decisions
- Integration with other network systems, big data and CX systems