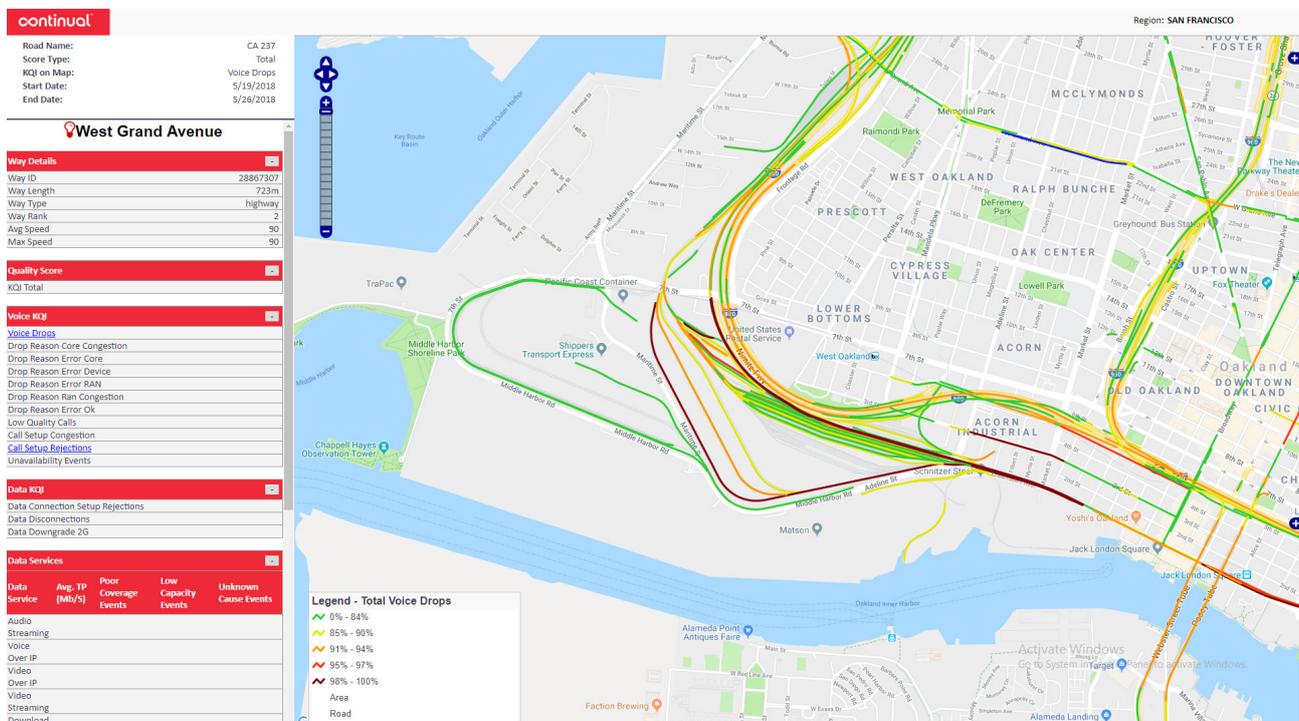


# Mobility Experience Analytics

Demand is growing for high-volume, uninterrupted data services on roads. Connected car contracts and IoT services offer substantial revenue opportunities for mobile operators, and they need to become **mobility-ready** service providers to capitalize on these opportunities. Ongoing 5G rollouts, along with autonomous driving - a major use case for this technology – fuel ever-growing demands and potential, yet stress the operators’ need to monitor and optimize the state of their networks on roads and highways.

Traditional call trace and geo-location technologies used by network engineering teams lack the ability to identify users in mobility–connected cars, passengers and traveling subscribers. Additionally, **route experience** has been missing from the available set of profiles and parameters used to monitor network performance on roads. As a result, degraded experience of connected, traveling subscribers goes unnoticed and unmitigated. Annual benchmark reports may sometimes also tarnish the operator’s brand perception.

Continual’s Mobility Experience Analytics (MEA) makes your organization mobility-ready, and establishes your leadership in traveler experience. MEA applies artificial intelligence (AI) to network datasets, building experience profiles across all travel routes for phones, connected cars and devices. Discrete, accurate road segment scores are built continuously 24/7, and broken down against the relevant services, such as video streaming or file sharing. Network engineers can drill down to the different segment quality indicators and see the exact cells that have impacted the experience. Unique machine learning algorithms predict the expected hourly data load per segment. The data can be integrated into existing customer and big data environments, or used with SON products to optimize network performance along travel routes.



Drill down and zoom in on the heatmap screen to isolate and investigate problematic roads

MEA also includes analytics, segmenting the users according to communication usage. This both enriches the individual subscriber profiles and offers potential for effective sales targeting of relevant products or mobility-focused data plans.

## Unique features and benefits

- Monitoring and optimization of the network for driving subscribers, passengers in transit, connected cars, and everything connected that is on the road
- Integration with existing SON, making it mobility-ready
- Mapping of connectivity issues in mobility
- Prediction of traffic load and degradation in experience
- Monitors all device types, 24/7
- Usage pattern analytics for growing product sales
- Aggregated and anonymized mobility analytics to monetize the data

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