SANDVINE

Deep Insights

Network business analytics powered by contextual network intelligence

DEEP INSIGHTS KEY BENEFITS

- Improved business performance by increasing returns, optimizing the value of investments, and preventing avoidable losses

- Managed risk with informed decisions that provide full context, including projections of the future based on the observed past, knowing is a safer strategy than guessing

- Increased revenue potential by gaining unique insight into segmented subscriber behavior, application adoption, and device penetration

- Reduced effort and expenses associated with manually gathering data and preparing status reports and presentations

Service providers face significant intelligence and data challenges when it comes to running their network.

The issue is not a lack of data, on the contrary – there is too much data and rarely the right insights are available at the right time. In part, this data issue stems from the number of disparate systems, where raw data – without context – is spread, therefore requiring custom and manual consolidation and organization.

However, service providers rely on quality, accurate, and relevant intelligence to run a profitable business based on fact versus assumptions, resulting in large amounts of money and time wasted on failed big data projects.

PRODUCT OVERVIEW

Deep Insights is a transformative analytics tool centralized around Sandvine's targeted use cases, which focuses on solving specific problems with very specific network datasets. It offers a way to explore, visualize, and share critical network data organized around the right dataset at the right time to solve specific challenges. This, in turn, enables the long-term transformation to cloud-deployed, automated networks of the future.

Deep Insights leverages Sandvine's unique quality of experience (QoE) intelligence to empower service providers to make better business decisions and transform their networks to cope with the challenges that they face both today and in the future. Deep Insights provides clear visualizations of metrics to gauge the quality of services being delivered to subscribers and the behavior of the network while delivering those services.

Deep Insights provides a number of unique capabilities:

- Use case-based visualization and data exploration of Sandvine's unique network, subscriber, and QoE network intelligence

- Persona and workflow-based dashboards and reporting that meet the needs of multiple service provider departments

- Near-real-time and historical views of Sandvine's Analytics, Network Optimization, Revenue Generation, and Revenue Assurance use cases

- Pre-configured analytics dashboards as well as dynamic report creation leveraging the network intelligence contained in Sandvine's Insights Data Storage

- Fast reporting to ensure timely delivery to the questions that need to be answered quickly to maintain a competitive, profitable network business

Deep Insights gives service providers access to a contextual visualization of their networks –never before possible – while eliminating the costs associated with manual collection and aggregation. Service providers are able to utilize the most valuable key performance indicators (KPIs) – including Sandvine's unique real-time QoE metrics – to gain complete context for intelligence versus assumption-based business decisions. This insight empowers service providers with the knowledge to understand yesterday, act today, and predict tomorrow to deliver a better network experience.

Deep Insights provides engineering, operations, planning, customer care, and network planning teams with Sandvine's powerful QoE intelligence organized around use case-specific dashboards. Each dashboard highlights the key metrics that are needed to ensure that a specific use case is delivering a high-quality experience to subscribers, and that a return on investment (ROI) is being achieved as expected.

Built on Sandvine's best-in-breed data foundation, service providers have unparalleled access to analyze datasets in Deep Insights. With the out-of-the-box use case dashboards, they can explore the network data to solve problems and spot opportunities for attracting more subscribers, generating revenue, improving QoE, and implementing a whole suite of other use cases. Through interactive exploration of the data, Deep Insights also enables self-service data models. The rapid reconfiguration of existing dashboards allows deep dives to answer other questions and explore broader network behavior and quality metrics.

Deep Insights Features

Use Case Dashboards: Out-of-the-box analytics tools help solve your real business challenges. Leverage Sandvine's unique data and domain expertise to solve problems today.

Self-Service Data Models: Data is preconfigured to be easily used and accessible, enabling teams and organizations to understand valuable network intelligence.

Data Exploration: True analytics means being able to solve problems and discover opportunities. Use Deep Insights to drill into the data for a more granular data view with intuitive dashboards.

Simple, Secure Sharing: Sharing information has never been easier than with Deep Insights' multi-tenancy capabilities. Administrators can give individuals or teams permission to view data without allowing them full control, including embedding views via Iframes to power company-wide dashboards and portals.

Data Import: Deep Insights provides direct access to a massive variety of databases, including Hadoop, linking datasets for analysis as part of a larger big data strategy.

Deep Insights Designer: Where the application objects, such as metrics, dossiers, and reports can be accessed to build custom reports. These objects let you slice and dice your business data and create compelling, visual applications that track key performance indicators.

Deployment Options: Virtual Network Function (VNF) and Cloud-Native Network Function (CNF).

Figure 1

Navigating the Deep Insights Designer Interface
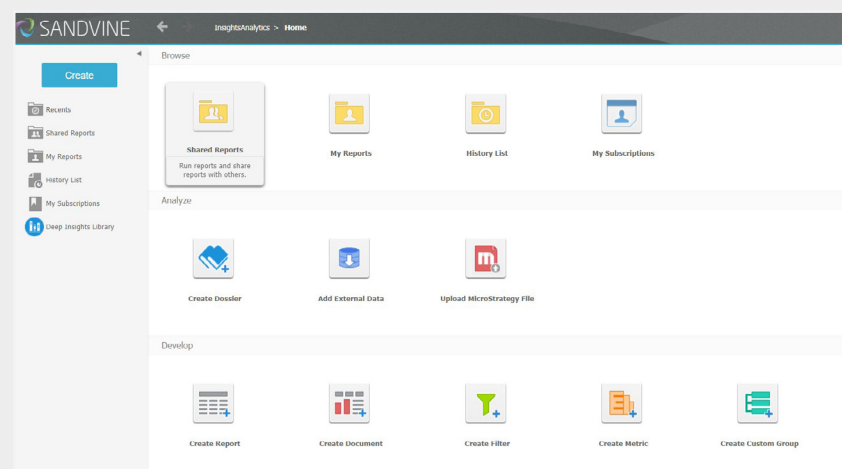
Figure 2

A wide range of use case visualization options, including interactive data analysis and exploration.
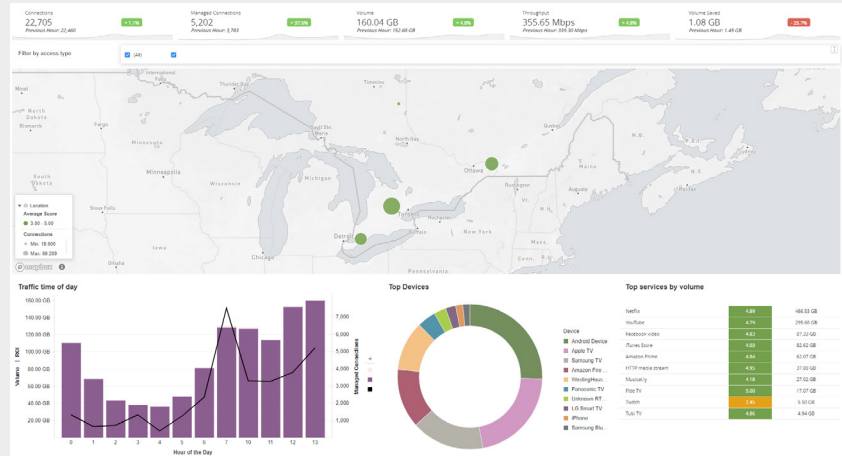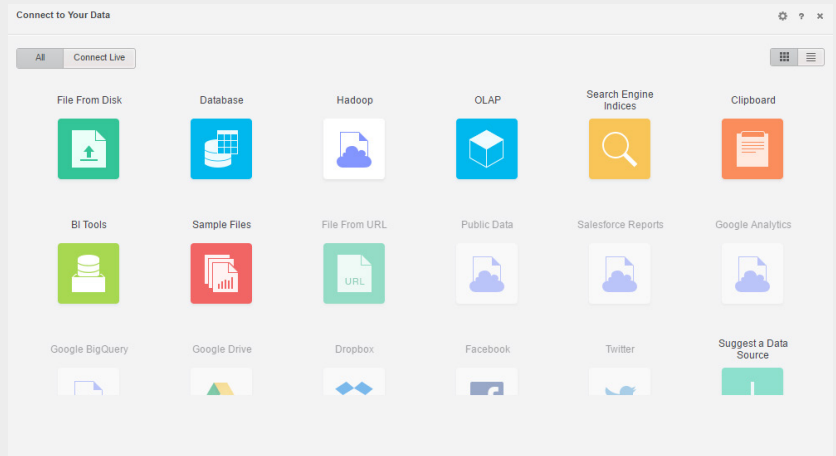

Figure 3

Enrich existing data by easily importing other data sources.

ABOUT SANDVINE

Sandvine's cloud-based Application and Network Intelligence portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit **http://www.sandvine.com** or follow Sandvine on Twitter **@Sandvine**.

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