

ENGINEERING INSIGHTS

Enhance Your Perspective

PROCERA

Network engineers can leverage Insights to track trends and identify new service opportunities to better run their business.

Engineering Insights provides a wide range of Perspectives on the operator's network and subscribers, with each view tailored to a specific audience and interest group. RAN, Devices, Content, Traffic, Subscribers, and Route are all dedicated views with the Engineering Insights GUI.

ENGINEERING INSIGHTS

Intelligence and Analytics are the most critical assets for broadband network operators managing CAPEX, OPEX. The higher the quality of intelligence available, the more valuable insights they can gain into their customer's needs and desires. Network engineers require visibility into the consumption of bandwidth and the quality of experience being delivered to broadband subscribers by their network. Without good visibility, the engineering teams are making capital spending decisions without having all the information that they need to decide if their network could be managed more efficiently. They are also missing out on opportunities to spot trends to recommend new services to the marketing teams that could increase revenues and profitability.

Procera's Engineering Insights provides the intelligence and analytics to meet the specific needs of the Network Engineering teams at broadband operators. Network engineers can leverage Insights to track trends and identify new service opportunities to better run their business.

Engineering Insights was designed to display analytics that encapsulate the most important perspectives on the network, including Traffic, Subscriber, RAN, Video, Content, Route, Device, and Topology. Each Perspective that is active in the PacketLogic deployment will be available as a view in Insights and combined with other intelligence to present a more comprehensive visualization of network and subscriber activity.

HIGH VALUE USE CASES

USE CASE	DESCRIPTION
Maximize ROI for CAPEX	<i>Understand what trends are driving the bandwidth consumption on your network and the QoE that you are delivering to your subscribers from multiple Perspectives</i>
Network Analytics	<i>Gain insights into your overall network performance based on the individual network locations (cell sites, CMTS, DSLAMs, APs, etc).</i>
Subscriber Analytics	<i>Analyze the consumption behavior of your different service offerings and the trends that indicate the growth in subscriber usage.</i>
Content Analytics	<i>Monitor what content your customers are consuming to determine content partnerships</i>
Peering Analytics	<i>Monitor your peering connections for Quality of Experience and application usage to determine the best peering strategies and to manage OPEX for peering links</i>

