

EXECUTIVE INSIGHTS



Prioritize Investments to get Maximum Subscriber Experience ROI



What is your network's ScoreCard?

Executive Management can easily see the performance and quality that their network is capable of delivering. Filter network and application data to receive a ScoreCard for your Subscribers' Experience.

EXECUTIVE INSIGHTS

Procera's Executive Insights is a powerful tool for Executive Management because it simplifies the visualization of network quality in an operator ScoreCard. It enables the executives to always have an overview of what quality their network is capable of delivering broken down by subscriber, location, service plans, devices.

The Operator's ScoreCard measures the actual quality and performance of each subscriber's network connection using the Score Perspective to measure all network traffic. Throughput, latency, and packet loss is monitored and visualized in the ScoreCard displayed by Executive Insights to enable the operator to make informed decisions on how to enhance the subscriber's experience. With the root cause analysis results delivered by Executive Insights, operator can maximize the Return on Investment (ROI) on capital expenditures by targeting the problems that result in the greatest improvement in the network quality and ScoreCard.

Executive Insights shatters the myth that network quality cannot be measured and visualized in an easy-to-understand manner. By rating the actual performance capabilities of the network and grading them based upon the quality requirements of common classes of applications - Web Surfing, Streaming Video, Social Media, Real-time Gaming, Upload, Download and Voice Applications - the network quality can quickly be judged. This allows the operator to target improvements based on their business goals to differentiate the network from the competition.

Executive Insights is out-of-the-box ready but views can be added and tailored by Procera Professional Services to also display internal operator KPIs to gage network improvements.

USE CASE	DESCRIPTION
Maximize ROI for CAPEX for Improving the Subscriber Experience	<i>Interactive drill down to determine the root cause of low network scores. Scores can be filtered by "badness contributors" and "Weighted badness" to display how many subscribers are affected by network issues.</i>
Executive Dashboards	<i>Gain insights into your overall network performance in easy to understand metrics for executives.</i>
Service Plan Creation	<i>Target your marketing towards the applications that your network excels at delivering a high QoE to subscribers.</i>
Network Quality Assurance	<i>Ensure that your network is delivering a high quality of experience for your subscribers</i>
Service Marketing	<i>Market your services based on the Score for specific application types - "Our network delivers an A for Video!"</i>

EXECUTIVE INSIGHTS TECHNOLOGY

Procera's Executive Insights is a key component in the Network Scoring Solution. It leverages the Score Perspective intelligence collected by the PacketLogic Real-Time Enforcement (PRE) that is stored in the Insights Database to visualize the operator's ScoreCard. The Insights Database stores the information for each subscriber's ScoreCard, and aggregates the results for all subscribers into the overall network ScoreCard. When additional Perspectives are supported on the PRE, additional filtering is available in Executive Insights. Subscriber Tier, Device, Access Type, and Location are common filters applied to determine the root cause of a bad network score. For each filtered view in the GUI, executives can look at the score trends, subscriber distribution and ratio, throughput distribution, latency distribution, packet loss (internal and external) distribution, and problem contributors weighted by score and by traffic volume. This comprehensive view enables a quick identification of the root cause of a bad score in your network.

Figure 1

Executive Insights in Action



ABOUT PROCERA NETWORKS

Procera Networks, the global Subscriber Experience company, is revolutionizing the way operators and vendors monitor, manage and monetize their network traffic. Elevate your business value and improve customer experience with Procera's sophisticated intelligence solutions. For more information, visit proceranetworks.com or follow Procera on Twitter at @ProceraNetworks.

PROCERA

PROCERANETWORKS.COM
info@proceranetworks.com

CORPORATE OFFICES
 Procera Networks, Inc.
 47448 Fremont Blvd
 Fremont, CA 94538
 P. +1 510.230.2777
 F. +1 510.656.1355

EUROPEAN HEADQUARTERS
 Procera Networks
 Birger Svenssons Väg 28D
 432 40 Varberg, Sweden
 P. +46 (0)340.48 38 00
 F. +46 (0)340.48 38 28

ASIA/PACIFIC HEADQUARTERS
 Unit B-02-11,
 Gateway Corporate Suite,
 Gateway Kiaramas
 No. 1, Jalan Desa Kiara, Mont Kiara
 50480 Kuala Lumpur, Malaysia