



Measure RAN Quality from the subscriber's point of view.

With RAN
Perspective, mobile
service providers can
better detect and
mitigate traffic and
congestion problems,
putting them in a
better position to
deliver a high quality
of experience.

M2M services
can utilize RAN
Perspective to control
non-smartphone
device's application
usage and conduct
health checks to
ensure connectivity
is maintained

## **RAN Perspectives**

# RAN Analytics & Enforcement

RAN Perspective is a revolutionary software service that gives network operators real-time signaling updates from any SIM-enabled mobile device. Rather than deploy costly probes throughout the network, RAN Perspective accesses information directly from the device—regardless of device type, operating system, or RAN access type (2G/3G/4G). The 3GPP signaling information (Signal Strength, Error Codes, Available Networks, etc.) is collected on the device and streamed in real-time for usage by the network for analytics and enforcement.

RAN Perspective is unique for a mobile operator because it provides the subscriber's view of the network quality and not the network's view of the subscriber. The device's view of signal strength and quality is a metric that cannot be retrieved by network probes or from the mobile gateways and is extremely valuable for the operator. This information can be used during customer care calls to determine when bad coverage events have occured for a customer and quickly diagnose a bad experience. It can also be used by the RAN Engineering team to identify areas with poor coverage and associate the subscribers with coverage events with the service plan to maximize ROI on coverage investments.

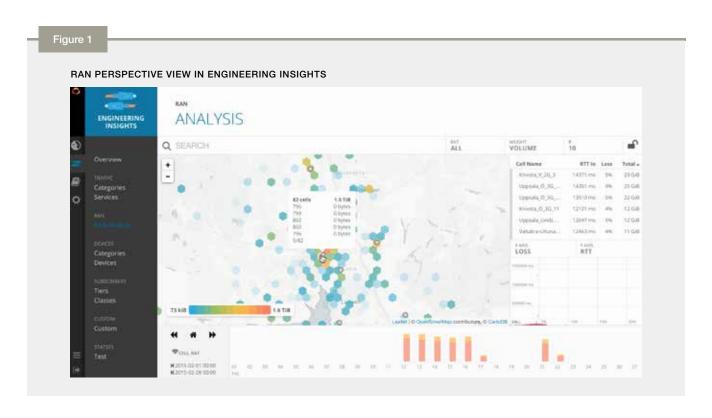
When combined with the rest of the PacketLogic product suite, a mobile operator has powerful analytics and enforcement solutions available to deliver a high quality of experience for their mobile subscribers. The Insights products visualize the RAN intelligence in the same views as the IP intelligence, providing a more comprehesive view of their network's performance and quality delivery.

### HIGH-VALUE USE CASES

- Real-Time Congestion Management Real-Time location updates ensures congestion management based on active users in a cell
- Location-based Analytics Gain insights into where your subscribers are consuming applications and content for marketing offers or service plans. CAPEX decisions can be made with service plan views of network quality
- Location-based Services Fixed-Mobile Substitution offerings are enabled with locationbased charging, as well as Happy Hour and event-based offers
- Crowd-Sourced Minimized Drive Testing Subscriber devices act as network probes, reporting signal strength and quality metrics to the operator to enable proactive responses
- Customer Care RAN Perspective integration with Customer Care Insights provides a RAN+IP view to enable first call resolution for mobile subscribers

#### RAN PERSPECTIVE TECHNOLOGY

AN Perspective is deployed on SIM-based devices that connect to the mobile network, either over-the-air or pre-installed in the devices. The applet configuration can be modified in real-time based on the use cases deployed in the network. The SIM-Based applet collects 3GPP statistics and sends the data back to a Collection Server for the signaling metrics configured by the system – signal strength, error codes, available networks, etc. The location updates are sent to the Subscriber Perspective system to enrich the subscriber intelligence with real-time location information. The signaling intelligence is stored in the Insights database and visualized in Engineering, Customer Care, and Executive Insights, Engineering Insights uses the location data to visualize heat maps for coverage and application usage, determine RAN quality, and provide service analytics. Customer Care Insights uses the data to present the customer care agent with real-time RAN root cause analysis information. Executive Insights uses the real-time location updates for providing network quality scoring for subscribers based on their network location.



### 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.



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