

MasterClaw™ - Understand how your Customers Experience their Favorite Apps

Introduction

Today's networks main challenges are the exploding data traffic, dropping ARPU, and the cannibalization of services by Over The Top providers becoming more and more successful. These challenges get even bigger with LTE services all over the world.

For these reasons, operators need to differentiate their own services from the ones provided by OTTs; operators need to secure service performance as differentiator. In order to do so, deep understanding of customer behavior and needs is critical.

MasterClaw™ for Usage Analytics

Anritsu's User Plane analysis has been enhanced to enable existing MasterClaw Applications to generate Service statistics based on DPI classification. The DPI Classification capability can be integrated in the existing MasterClaw User Plane Probes, MasterClaw System and applications.

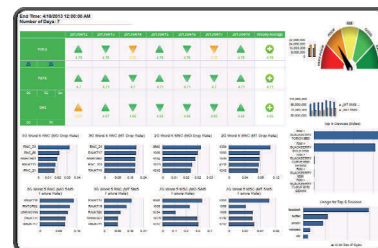
Our solution addresses the needs of different departments in large operators. Business Intelligence solutions enable Customer Support, Marketing and Network Engineering to dig deep into subscriber problems. At the same time, customizable Dashboards allow the Network Operator Center to have all services in 24/7 observation. Finally, an unmatched troubleshooting application allows engineers to analyze every customer transaction in bits and bytes, including extraction of a particular customer's user plane traffic.

MasterClaw solution enables operators to:

- Get precise understanding of service usage and create better plans for subscribers
- Understand subscriber behavior for new ARPU-enhancing services
- Get full visibility and control over OTT applications (Facebook, YouTube, Netflix), enhancing your bargaining power
- Track usage & impact of OTT M2M solutions, and capitalize on partnerships
- Correlate subscriber information (IMSI, IMEI) with application information (application used, events)
- Validate SLAs with OTT partners
- Target network optimization & provisioning to a specific user service
- Understand how customer behavior affects network elements
- Keep an eye on instant messaging & social media usage on your network

Advanced Customer Experience Management

Our Business Intelligence Solution captures all User Transactions and their performance. It allows Operators to create statistics down to 5 minutes granularity and also providing long term trending for all services, Devices, Countries / Operators, geographical location and Network Elements.



These Statistics include key metrics such as requested URL, Service Response Time and Response code in case of Web, Wap or MMS transfer or Round Trip Times, Throughput and Packet Size, and many more for user Services.

Real-Time Service Quality Management

Our Dashboards give operators immediate insight to network utilization by presenting all transactions in Real-time.

These views are completely customizable and allow you to have standard reports, as well as enabling each user to have



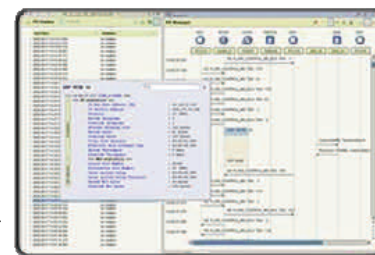
its own personal views according to individual requirements. It is also possible to have historic views to analyze trends within the network. Thresholds are available to

make violations easy identifiable by colors or generating Alarms.

Drill-Down Capabilities –Taking it to the Next Level

Troubleshoot a customer's complete session and fully understand its experience.

With classified services and insight to the session progression, coordination of raised issues and understanding quality of experience is simplified, making trouble ticket handling much faster.



This feature also shows which services could be reached fast and reliably and which transfers failed.

Want to know more? please contact us at info@anritsu.com