

## MasterClaw™ - Understand how your Customers Experience their Favorite Apps

### Introduction

Today, Mobile Network Operators face many challenges including exploding data traffic, falling ARPU, migration of core services to OTT providers and the hurricane of OTT services. These challenges are not going to reduce with LTE services enabling HD Video streaming almost anywhere on many more devices.

For these reasons, Operators need new and innovative strategies to help them remain relevant and profitable as the market shifts away from a network and technology focus to being completely consumer and 3rd party driven.

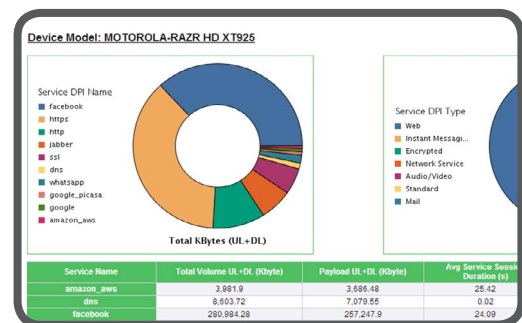
Operators need to ensure great customer experience by providing superior service performance as a differentiator and enabling new business models such as differentiated QoS. In order to do so, deep understanding of customer behavior and needs is critical. MasterClaw™ Solutions provide invaluable information, in the right format at the right time, in order to support new strategies and methodologies of protecting revenue and ensuring great customer satisfaction.

### MasterClaw™ Fast Data Analytics

Anritsu's User Plane analysis provides existing MasterClaw Applications, from real-time service dashboard for NOC and SOC to detailed per subscriber troubleshooting, with crucial information on the services used and their performance for each subscriber on the network. The DPI Classification capability is integrated in the existing MasterClaw User Plane Probes, MasterClaw System and applications. The MasterClaw DPI capability enables identification of 2000+ apps and signatures and is growing all the time.

MasterClaw addresses the needs of different departments in Operators from C-level to technician. MasterClaw Fast Data Analytic solutions help Customer Support, Marketing, Operations and Network Engineering understand subscriber problems, and provide them with the intelligence required to manage customer experience, optimize services, and maximize revenue in a fast and scalable manner.

Customizable real-time Dashboards allow Network Operation Center and Service Operation Center to have 24/7 visibility of customer, network and service performance, whilst the unmatched troubleshooting application allows engineers to analyze every customer transaction down to 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), enabling SLA enforcement and support for new business models of prioritized QoS
- 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 their 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 while providing long term trending for all services, Devices, Countries/Operators, geographical location and Network Elements.



These Statistics include key metrics such as requested URL, App (e.g. Skype, P2P, etc.), 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.

The combination of network, application, location and user information together provides Operators with unparalleled visibility, giving a true picture of customer experience from the subscriber's perspective. By complementing Anritsu's unrivalled visibility of network performance, Operators gain true actionable intelligence across all aspects of service delivery.

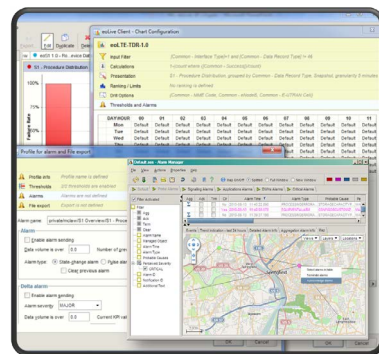
## Real-Time Service Quality Management

Our Dashboards give Operators immediate insight into service, application and network performance and act pro-actively to resolve issues before subscribers notice any drop in experience.



These views are completely customizable and allow users to have standard reports and own personal views according to individual requirements. It is also possible to have historic views to analyze trends

over time. Customizable thresholds are available to make violations easy identifiable by colors or generating Alarms and also enable users to instantly drill into the details if troubleshooting is required, all in a few clicks on the easy to use GUI.



## 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, reducing MTTR and cost per problem by simplifying and shortening the time taken to resolve them.



## Conclusion

Anritsu MasterClaw provides true end to end actionable information for many key organizations within network Operators, from NOC and SOC to Customer Care agents and engineering teams. The integrated advanced application analysis capabilities in conjunction with unrivalled network performance visibility provides true insight into customer experience across all services in a seamless package, from real-time dashboards to detailed troubleshooting.

\*For more info, please contact [info@anritsu.com](mailto:info@anritsu.com)