

Connected Analytics for Service Providers



TURN NETWORK INSIGHTS INTO BUSINESS INSIGHTS

What Is Connected Analytics for Service Providers?

Cisco® Connected Analytics for Service Providers (CASP) is a software and services bundle that combines big data analytics and Cisco expertise to transform large amounts of network and customer data into insights that solve specific business problems in areas that matter most to service providers: service quality and customer satisfaction. CASP also helps service providers identify areas for new business opportunities and data monetization.

By analyzing usage patterns and traffic trends and correlating network performance data with customer information such as customer profiles, location data, and customer survey data, CASP equips you with knowledge on customer perception and quality of your services. With this information, you attain a 360° customer-centric view of your network services and can take a focused approach to improving service quality, customizing your advertising, and upselling premium services to grow revenue. By providing real-time insights on network, customer, and business data, CASP helps you continuously promote innovation and make the best possible decisions.

Why Analytics Matter for Service Providers

Service providers operate in a fast-paced, competitive business environment where subscribers are quick to change carriers. The pressure is on to cut costs, quickly address customer billing and usage concerns, and seize new revenue opportunities, all while planning for growth and making sure your customers are happier than ever before.



In order to maintain a competitive advantage, you know you need to use all of your information assets to help retain customers and identify new ways to generate revenue. You know your network contains valuable information on your customers and how they use the services your business provides. However, with such complex networks, a complex customer landscape, and so much data being produced, it is difficult to know what data you need or how and when to retrieve it to get the right answers.

CASP is a transformative solution specifically designed to harness your big data assets to provide you with real-time business intelligence on service quality and customer satisfaction, empowering you to respond more quickly and more efficiently to your ever-changing business needs and stay ahead of your competition.

How is Connected Analytics for Service Providers Different?

CASP is delivered by Cisco experts with deep network expertise whose focus is providing you with predictive and targeted analytics. Only Cisco has the depth of network expertise and understanding of all of the data passing through the network to help you achieve a comprehensive view that includes subscriber-level information and delivers a customer-centric view of your network services and quality.

Understanding network performance and optimization is critical, and getting customer-specific insights at the subscriber level is challenging. Most analytic solutions for service providers use historical, transactional reporting, and querying methods on network performance and do not provide a granular approach to understanding subscriber-level data. Moreover, the traditional approach does not provide insight quickly enough for you to directly affect your business at the point in time it is needed: for example, when a subscriber has billing concerns about data usage.

In contrast, Cisco's network expertise and knowledge of the data passing through the network allow us to provide an enriched view and understanding of a subscriber's network utilization behaviors, patterns, and trends in use, including the type of applications used and when. CASP provides a customer-centric view of network service, performance, and usage at the customer/subscriber level that allows you to make data-focused decisions to affect your business in real time and develop new services and offers that will give you an advantage over your competition.

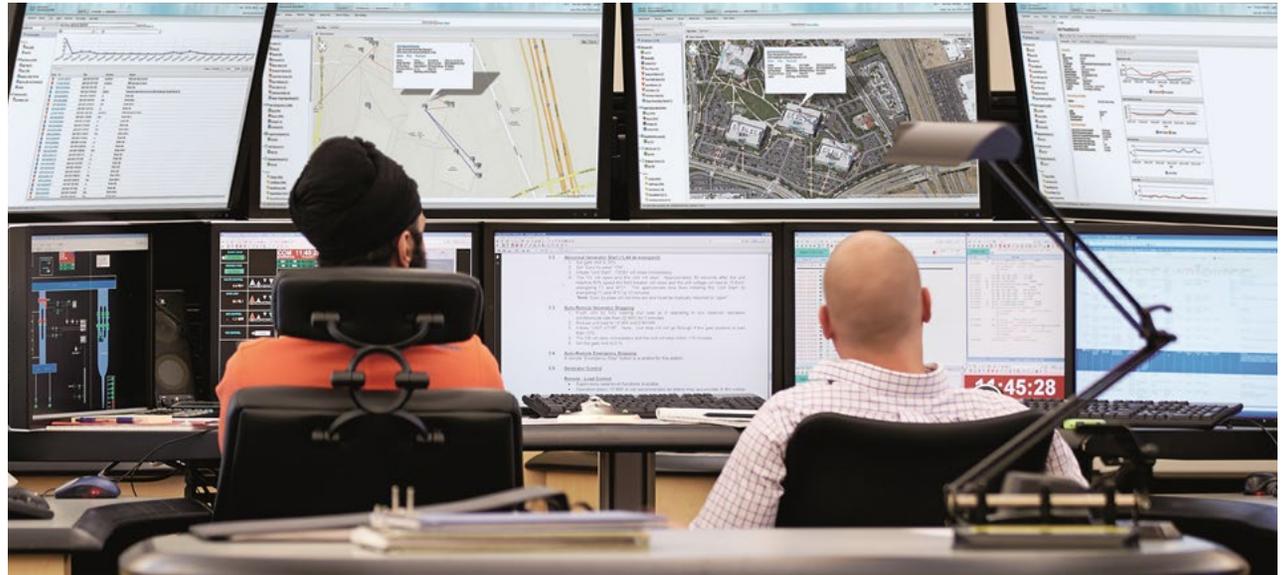
With real-time, predictive analytics, you can correlate network performance to subscriber utilization and



identify recent customer touchpoints to enhance the customer's experience; gain an end-to-end picture of your services to improve service quality and SLA conformance; and enable new business models by monetizing aggregated and subscriber data to provide deep insights for campaign managers, content publishers, and advertisers.

Benefits of Connected Analytics for Service Providers

- **Increase service quality:** CASP helps you improve service quality by identifying usage and performance and detecting the effects of network events. By analyzing patterns in your network, you can provide proactive care for high-value and high-risk customers, increase operations efficiency through prioritization of incidents, and improve SLA adherence.
- **Improve the customer experience:** Providing a great customer experience is an important part of how you drive revenue. Analytics can help you improve the experience you provide your customers by analyzing customer perception, service incidents, and network traffic. These findings provide insight on how to proactively plan network changes and network capacity, reduce customer churn, use demographic and subscriber-contextual information for the strategic launch of new services, and predict subscriber patterns to provide offers that better meet the customers' needs.
- **Accelerate data monetization:** Your data contains valuable information that, if used correctly, can help you increase revenue. Network usage data, customer profile information, and location data all contain valuable insights to help you upsell premium services and create targeted advertising. With analytics you can prioritize paid app traffic on the network, reduce



contention on the network caused by over-the-top apps, foster prioritized segmentation for advertising and content publication, and promote offers to customers likely to use bandwidth-intensive services.

Why Cisco

The true value from data and analytics comes from acting on the insights found when connecting the unconnected. As the recognized leader in networking and infrastructure services, Cisco brings together data and analytics in a way no other company can. Not only does Cisco connect more people, processes, data, and things than any other company; we can also bring analytics to data wherever it is. No matter how big or how remote, we can turn information into action almost instantly. We bring data access and analytics to the edge of the network to provide information and insight: insights you can use to change behavior, capture

For More Information

For more information about Connected Analytics for Service Providers or to request a private briefing, contact us at sales-connectedanalytics@cisco.com.