

RADCOMIZE
your NETWORK



RADCOM Network Insights

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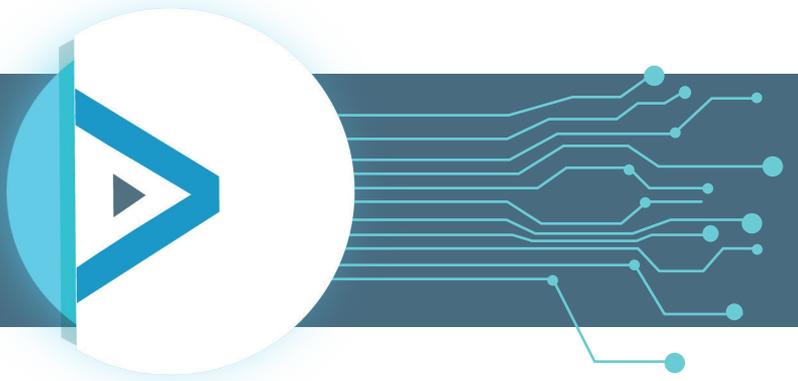
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Overview



RADCOM Network Intelligence offers end-to-end network visibility across virtual and hybrid networks, providing operators real-time actionable insights. These insights allow the operator to proactively locate and resolve any performance issues as quickly as possible, leading to improved customer experience and reduced churn.

RADCOM's sophisticated insights are delivered via a powerful data virtualization suite, using big-data analytics, and real-time high-performance processing. This enables the user to pinpoint necessary data for actionable insights which are required to improve the customers QoE and the company's capital efficiency. An example of this would be highlighted if a specific user significantly increased their data usage. The operator may, as a result, approach them to offer an optimized data plan.

The specifics of the intelligent insights can be customized and fine-tuned. With the possibility of filtering the information, for example, locating customers who have a high data usage with a focus on social media, or even more specifically through YouTube.

The intuitive and customizable interface is easy to use with its drag and drop functions. There are menu interactions to help drill-down/up, zoom in/out and re-visualizing, all assisting the operator in removing the "white noise" and highlighting the essential and actionable business insights for operators.



- Provide real-time actionable insights to optimize network performance and ensure the customer experience
- Understand the end-to-end service quality
- Locate and resolve quickly any performance issues
- Deliver sophisticated analysis for marketing, sales and network planning



Tier 1



Customer care

Customer care is the first port of call between the operator and the customer and therefore a critical touchpoint. It is, therefore, critical that the operators' support representative is armed with as much real-time data as possible to handle support calls efficiently.

Customer dissatisfaction can often lead to churn. By ensuring the first call either solves or escalates the problem to the relevant engineer, then you are reducing the call time and eliminating the potential for additional calls.

RADCOM provides support call representatives with real-time business intelligence through their suite of information and insights. The system offers a wide array of services including; instant visualization of subscriber connectivity, Quality of Experience (QoE) insights, location over time, flagging of problematic applications, device issues, and problematic cells. For the support call representative, having this range of insight will vastly increase the chances of the issue being resolved on the first call.

- Providing customer support with as much real-time data as possible
- Reduce call times and eliminate the potential for additional calls from the customer
- Real-time business intelligence through its information suite
- Wide array of services including:
 - Instant visualization of subscriber connectivity
 - Quality of Experience (QoE) insights
 - Location over time
 - Flagging of problematic applications
 - Device issues
 - Problematic cells



Proactive care for VIP groups

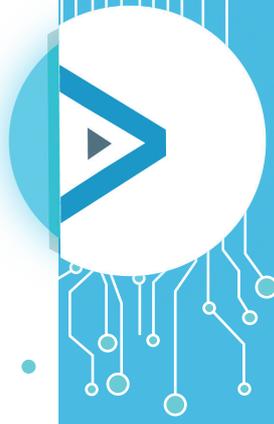
Maintaining a high level of service for an operator's VIP customers is of the utmost importance. In order to deliver services as the customer expects, operators must take a proactive stance in assuring, and continuously improving, the service levels and overall QoE. This also applies to any premium services being utilized by the client, such as VOD, VoIP, LTE, and VoLTE.

RADCOM's QVIP solution keeps a constant eye on the network ensuring a VIP service, to a range of devices, at all times. This includes sending alerts when the service drops below specific service quality thresholds and identifying issues before they affect the VIP. Using the insights provided by QVIP the operator can understand which apps and services receive the heaviest usage and concentrate efforts in ensuring a continuously high level of service.

This consistently high QoE fosters the loyalty of the VIP. Operators can capitalize on this by influencing brand perception, which in turn will contribute significantly to revenue streams.

- Ensure and continuously improve service levels and overall QoE
- Keep a constant eye on the network ensuring VIP service
- Send alerts when services drop below a specific quality threshold
- Identify issues before they affect the VIP
- Highlight the apps and services which receive the heaviest usage and require the most attention

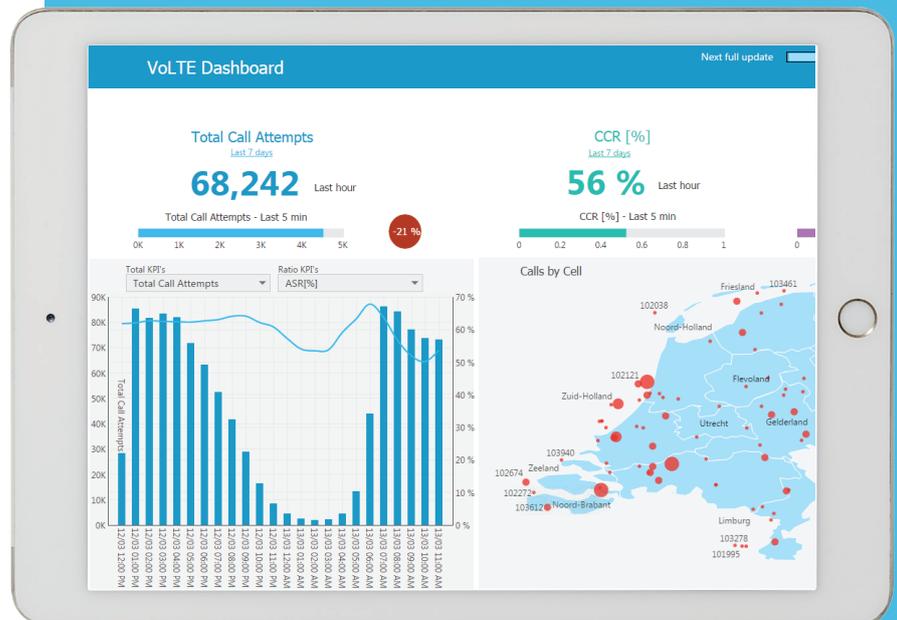
Utilizing the NOC dashboard



Customers are savvy at choosing their operators based on network performance, speed and quality. These are, therefore, among the top priorities for the operator, and as networks become increasingly complex as does the challenge of maintaining the performance, speed and overall quality.

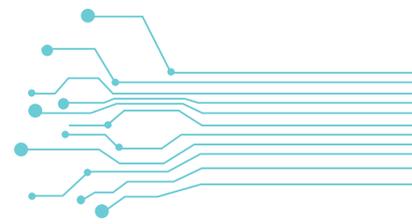
RADCOM's Network Operations Center (NOC) dashboard is the nerve center of the system providing intelligent insights for mobile data, fixed-line data, and VoLTE. This gives the operator that end-to-end visibility, crucial to maintaining the network performance. In the event of a drop in service quality, an alert is triggered on the NOC dashboard enabling the operator to execute root cause and in-depth protocol analysis, resolving any network issues as quickly as possible.

These service optimization tools provide the full network visibility in real-time that operators require. Performing quick network analysis RADCOM's solution offers corrective actions to assure the QoE for its customers.



- Deliver insights for mobile data, fixed-line data, and VoLTE services
- Alerts enable the operator to execute root cause and in-depth protocol analysis before customers are affected
- Provide complete end-to-end service visibility in real-time
- Offer corrective actions to assure the QoE for customers

Enhanced subscriber experience

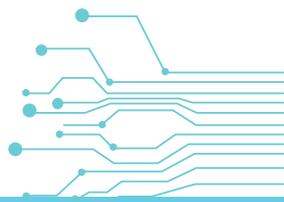


Operators are in a unique position, whereby they have a complete picture of a subscriber's usage trends and behaviors. Having access to information gives the opportunity for the operator to optimize their interactions with the customer. By knowing information such as, what device they are using, where they focus their usage, as well as information on their demographics, can all help the operator to tailor the package and service to their needs as well as provide opportunities for upselling.

One such example is if you can see they stream or download large volumes of video content. RADCOM's device analytics will be able to identify whether or not this subscriber is using the optimal device for their

needs, as well as increasing their data allowance. RADCOM's solution can also identify devices seen to be hogging the bandwidth and target these for optimization.

Operators need to adapt and "outside looking in" approach, which is more personalized and focused on the users needs. By doing so, operators can assure themselves better customer loyalty and reduced churn. To achieve this, operators must segment their customer base for profiling and analysis, from which actions can be taken to target and enhance the customer experience. Overall improved customer service will improve satisfaction and can lead to a boost in revenues.



- Optimize interactions between the operator and the customer
- Segmentize the customer base for profiling and analysis
- Target actions can be taken to enhance customer experience
- Improve service and satisfaction can lead to a boost in revenues



Critical insights for OTT application analytics



The average subscriber does not distinguish between different apps (for example Whatsapp and YouTube) when it comes to OTT traffic, and despite the operator segmenting them differently, the customer will still hold the operator responsible for the overall service and user experience. As a result, operators need to measure the OTT performance on the network and have an action plan for when the service dips below a specific KPI parameter.

RADCOM's OTT insights gives the operator full visibility into the OTT user experience. These critical insights

allow the operator to understand their subscriber's behaviors as well as the device and network application performance. Moreover, this information will help target potential areas of service degradation, so the operator can take proactive steps in preventing pitfalls.

Full visibility into the OTT service usage also provides a potential for growth. RADCOM's insights can provide information into user trends, which can be used to pinpoint potential new revenue streams and partnerships.

- Subscribers hold the operator responsible for the overall experience
- Operators need to measure the OTT performance on the network
- Understand subscriber behaviors as well as device and network performance
- Utilize customer trends to pinpoint potential new revenue streams and partnerships

Maximizing roaming analysis

Operators have the potential to generate significant revenues from customers who are roaming both in and out of their networks. By gathering and analyzing subscriber traffic, location and movements in real-time, roaming data can be leveraged to improve and increase these pockets of revenue.

However, before an operator can generate roaming revenues, they must first assure the quality of experience for both inbound and outbound roamers.

RADCOM offers a partner scoring dashboard, which monitors the quality voice, data and SMS services. If the service level drops below a certain threshold, then an alert is triggered, and a roaming partner can be informed if a customer is degraded in real-time.

The roaming application will also identify if a customer fails to connect to a network while roaming, offering proactive troubleshooting to resolve issues before they customers complain.

RADCOM's solution takes a targeted approach to inbound roaming. By segmenting the customers, operators are able to build a user profile which will enable them to customize their approach to the subscriber and focus their marketing efforts.

Operators must also be able to monitor and manage inbound roaming for special events, for example, The Olympics. With surges in usage, full network visibility is key to assuring the network service and quality.

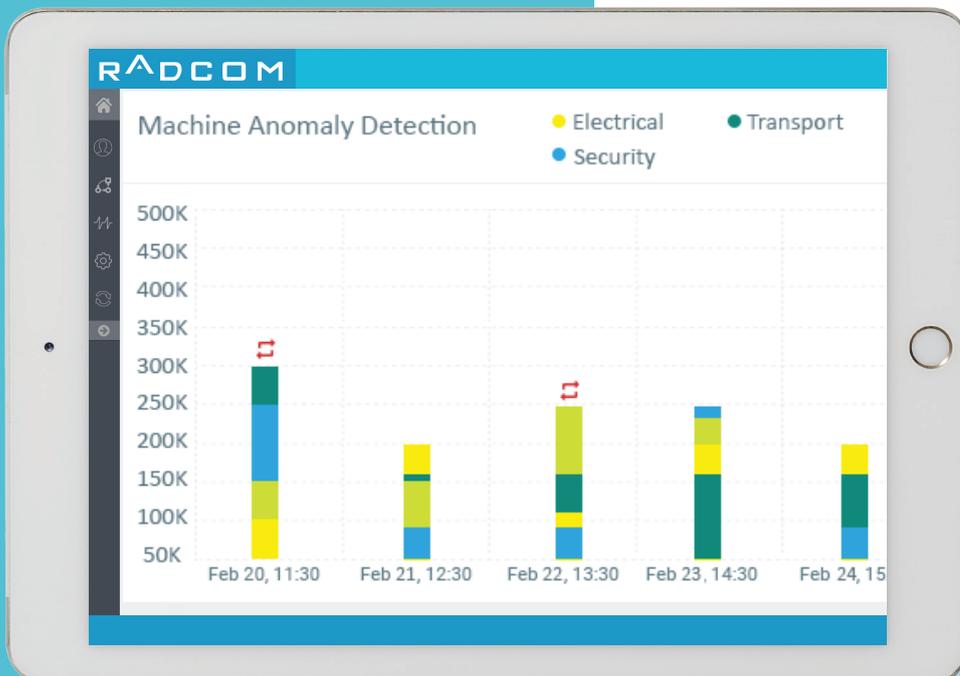


- Boost revenues from incoming roaming
- Enable roaming scorecard dashboards to monitor the quality of services provided by partners
- Alerts for specific KPI's and if customers encounter connection issues
- Real-time drill-down troubleshooting and fixing issues before a customer can complain

IoT Service assurance

As the number of connected devices continues to increase, Ericsson predicts 20 billion by 2023, operators will play a crucial role in ensuring the networks are robust and agile enough to manage the levels of uptake and development as well as the on-going maintenance.

Operators will be able to create new revenue streams by offering full end-to-end IoT services. The scale of IoT will encompass whole cities with thousands of connected devices. If there were to be a device or system failure it could be left undetected for some time, whereas currently, if a subscriber is unable to connect to a network, this is a singular device and they will complain to the operator immediately. Given that this is a monetized solution, the onus will be on the operator to ensure the connection is maintained and the device is working.



RADCOM's service assurance solution provides end-to-end IoT service visibility which is crucial to operators who will be responsible for delivering these services to their enterprise customers. Monitoring the performance of machines on the network, catching those errors as quickly as possible, and restoring IoT services or individual machine connectivity is critical to ensure the operator meets SLAs. Unlike customers machines won't complain when there is no connectivity.

- Identify consistently poorly performing devices or abnormalities and remove them from the network
- Monitor the performance of the devices on the network and quickly identify a connection failure
- Ensure a robust and agile network built to cope with the demands of IoT
- Keep pace with the growing numbers of connected devices

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