



RURAL PERSPECTIVES

Let's Innovate Now

Ribbon Analytics

Solutions for the Rural Carrier

Todd Warble, October 2020

Telecom Challenges & Opportunities



OTT



UC Apps



Internet of Things
(IoT)



Automation



Cloud



Issues Faced by Operators Everyday

“How do my subscribers perceive performance?”

“Customers are complaining but we don't see any alarms”

“Are certain devices impacting the network?”

“Are mobility events impacting overall voice quality?”

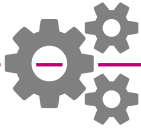
“How do I prioritize all of my VoIP Performance Issues?”

“Are VIPs getting the right level of service?”

“How does VoLTE compare with OTT apps?”

“Am I meeting my Customer SLAs?”

The Case for Service Providers



Operational Efficiency

Avoid Service Disruption

Single Pane Operations

Intelligent Network
Planning, Optimization &
Management

Automated
Troubleshooting



Security

Evolving Network Attacks
& Threats

Reduce Attack Surfaces

Identify Revenue
Leakage

Automated Detection &
Mitigation



Increase Revenue

Targeted Advertising

Service, Device and Plan
Analysis

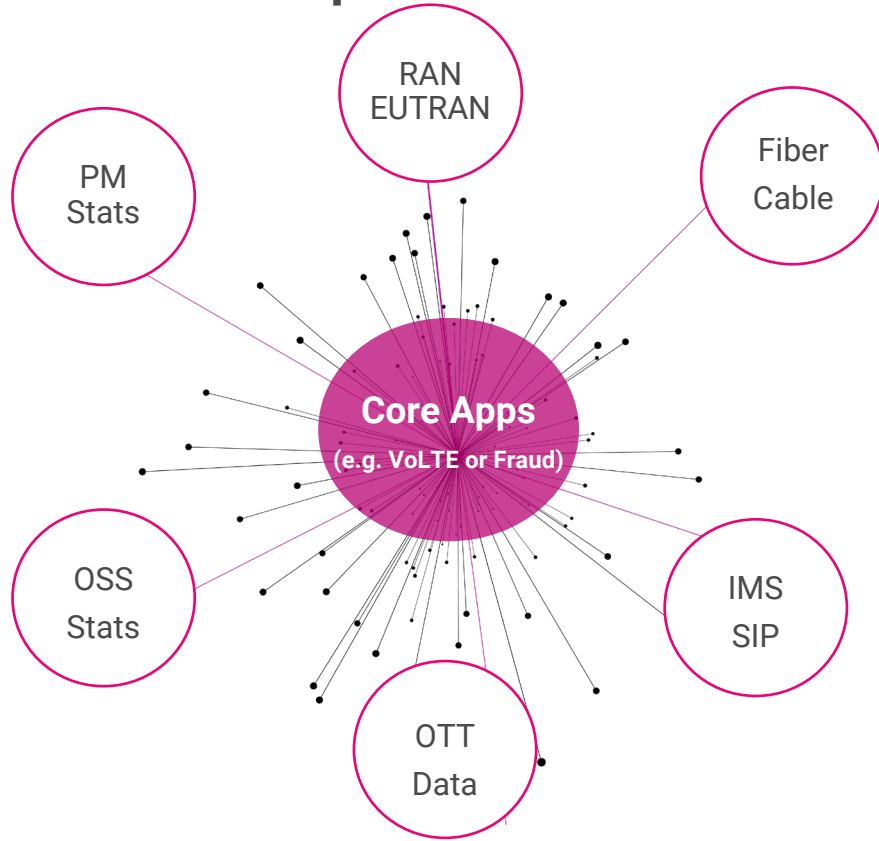
New Opportunity
Identification, Product &
Services Innovation







Improving Customer Experience



How Can Operators Deal with Network Complexity?



Key Concepts:

-  High Speed Data Ingestion and Enrichment
-  Intelligent Cross-correlation
-  Descriptive & Predictive Modeling
-  Prescriptive Workflows / Actions

Applying Advanced Analytics to Make Sense of the Data Explosion

Ribbon Analytics Portfolio



Operations

Network Operations

Network Management

Service Assurance

Customer Care



Security

Detect & Mitigate Fraud

DoS Prevention

Rogue / Bad Actor
Identification



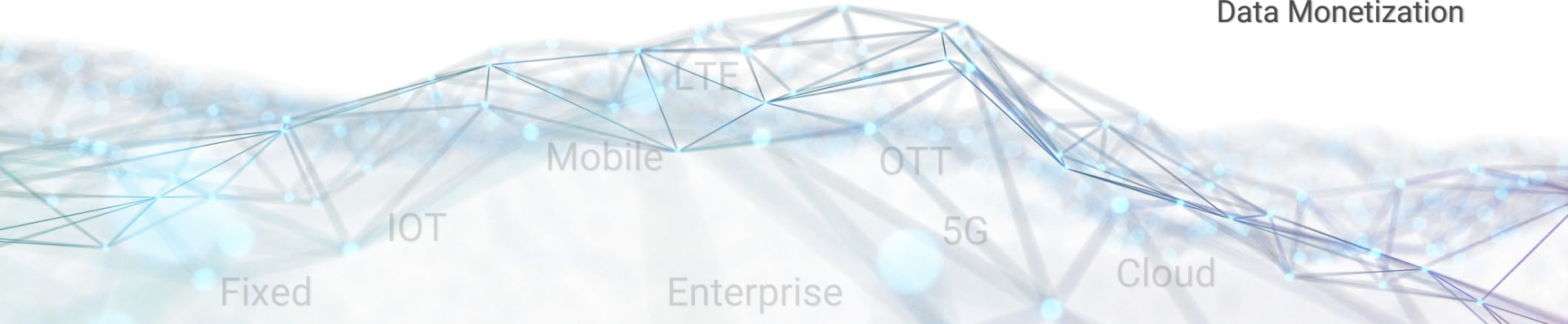
Monetization

Marketing Applications

Subscriber & Engagement
Profiling

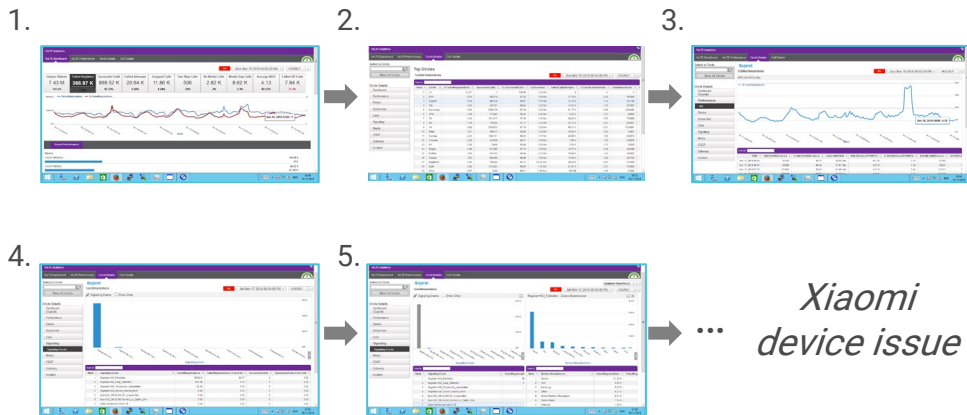
Service and Plan Analysis

Data Monetization



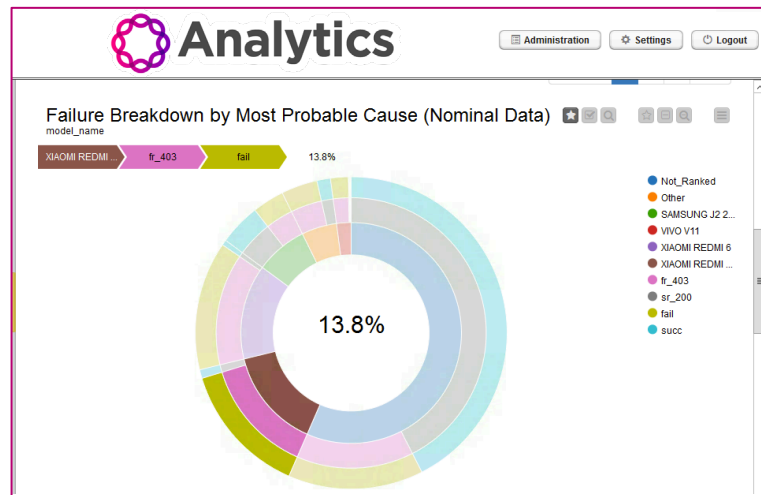
Most Probable Cause Delivers Immediate Value

Transition manual analysis...



Perform **several iterative steps** of slicing and dicing to determine root cause of KPI degradation

...to automated detection

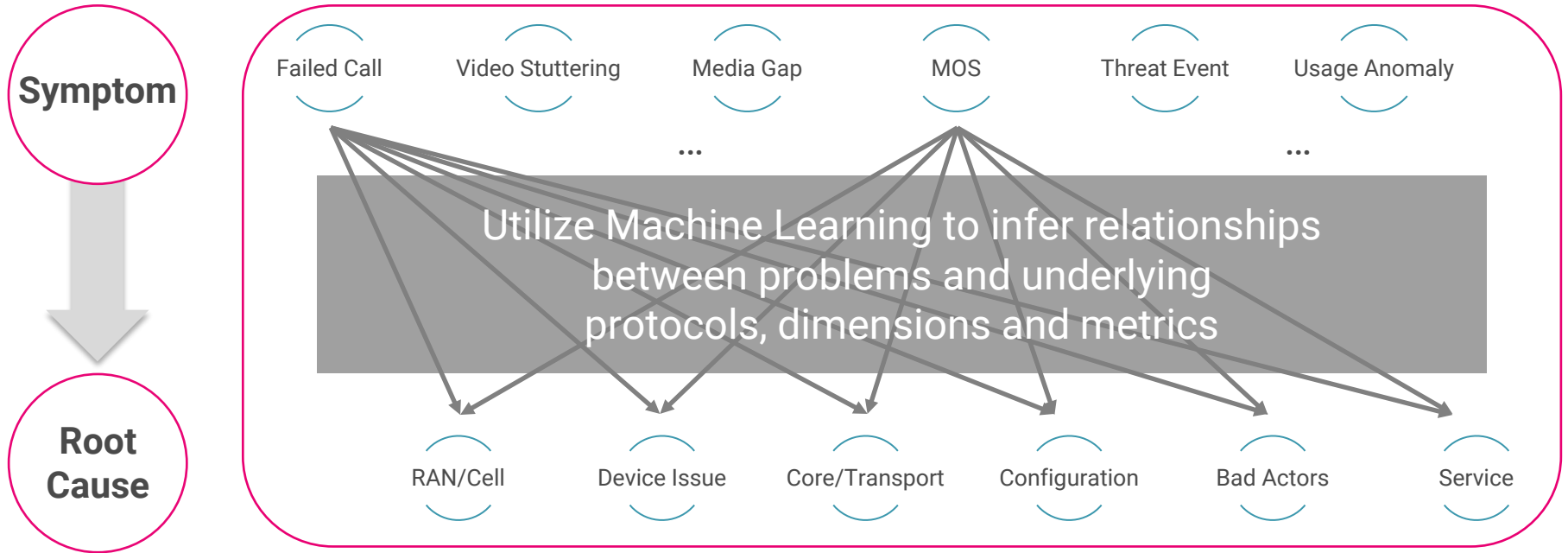


Run Machine learning based MPC algorithms to **immediately** diagnose and **continuously** learn

Most Probable Cause

Automating NoC/SoC Operations with Machine Learning

Automate troubleshooting, which positively impacts performance metrics (e.g. Mean Time to Resolution, Mean Call Handling Time)



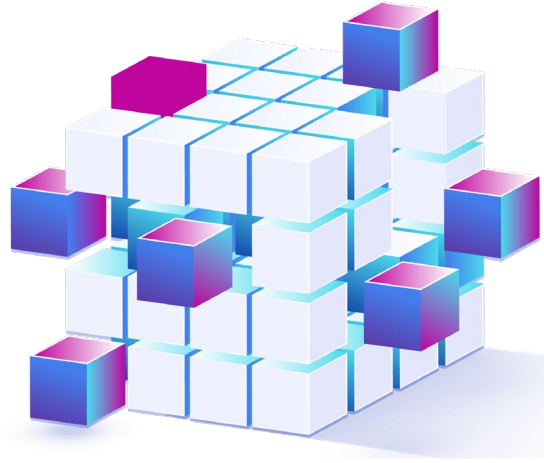
Why Ribbon Analytics?

100+ Use Cases:

For Mobile, Fixed & OTT
Networks

End-to-End Capability:

Full-stack or modular analytics
applications supporting
centralized and distributed
deployments



Proven Automation:

AI & ML Frameworks for
Predictive, Prescriptive & Real-
time Analytics

Unparalleled Telecom Expertise & Innovation:

Leverage our knowledge and
experience

Thank You



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