



Guavus Ops-IQ OTT Analytics

Real-time visibility into streaming service experience

[Datasheet](#)

OTT Streaming Quality: Who's Problem is it? MNOs are starting to say, "It's our problem".

Streaming quality of experience (QoE) accounts for 53% of NPS. Despite being the leading cause of network churn, **OTT streaming service issues often go unresolved.**

MNOs are starting to recognize OTT streaming performance issues as a **primary problem that needs to be addressed**, and not solely a problem for the content creator to solve.

Subscribers who experience streaming issues have a **significant tendency to churn**, and the CSP has zero visibility into content providers' network events (e.g., Netflix, Zoom, Spotify, etc.) that directly impact their subscriber's service quality.

Recognizing that OTT streaming QoE impacts a customer's decision to churn will eventually affect NPS and bottom line, MNOs now want to know the behaviors that indicate the **propensity for impending churn** in existing customers.

Knowing that OTT usage will increase, and that it represents 53% of your NPS right now, can you really afford to say, "That's Netflix's problem"?



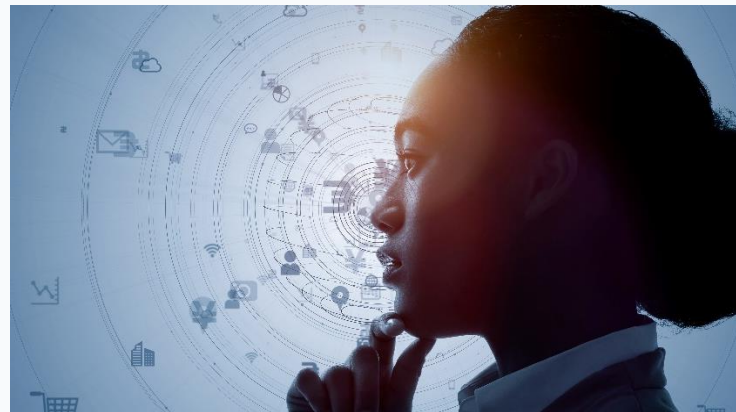
A new way to quickly identify problems and have the business intelligence to solve them
Aggregated data doesn't provide enough intelligence. Micro-segmented data allows you to take action.

Current State



My aggregated data shows me that there is an abrupt drop in streaming video flows.

Ideal State



My micro-segmented data shows me that there is an abrupt drop in streaming video flows. It also shows me:

- The drop is isolated to Netflix subscribers
- The drop is isolated to iOS devices
- The priority level is high
- It is a 'service' type alert; no network anomaly identified
- The potential impact to my customers

Guavus Ops-IQ OTT Analytics

Real time visibility into streaming customer experience

Guavus **Ops-IQ** OTT Analytics is a proactive service assurance application which provides micro-segmented actionable intelligence, autonomous anomaly detection and advanced analytics to boost performance, reduce churn and improve customer quality of experience.

Guavus provides mobile network operators (MNOs) with **granular, real-time visibility** into their network and accelerates problem resolution to **reduce customer churn**, leading to increase in service availability and increase in NPS.

This innovative approach to OTT service assurance adopts a **micro-segmented methodology** and generates experience indices at a much more granular level, enabling targeted actions to be taken to resolve service and network issues.



Key Benefits

Guavus Ops-IQ OTT Analytics

Increase in Network Uptime

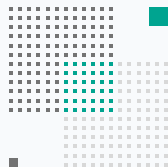
Increase in Service Availability

Churn Reduction

Increase in NPS

Proactive OTT Analytics Features

Customer Micro-segmentation

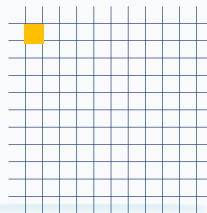


An aggregated view of network or service quality is insufficient for taking immediate remedial action against service degradation.

Guavus enables MNOs to zero in on network and service issues for subscribers and per device level so that targeted action can be taken to resolve those issues.

Enables real-time detection of an incident impacting NPS for OTT service and identification of the root cause.

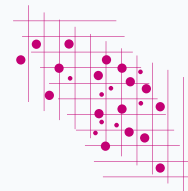
Anomaly Detection



Ops-IQ OTT Analytics self-learns from the network and service experience indicators to rapidly establish what constitutes normal versus anomalous experience.

Identifies the real-time impact of degradations, making it possible to act on them before they impact customer experience.

Advanced Analytics

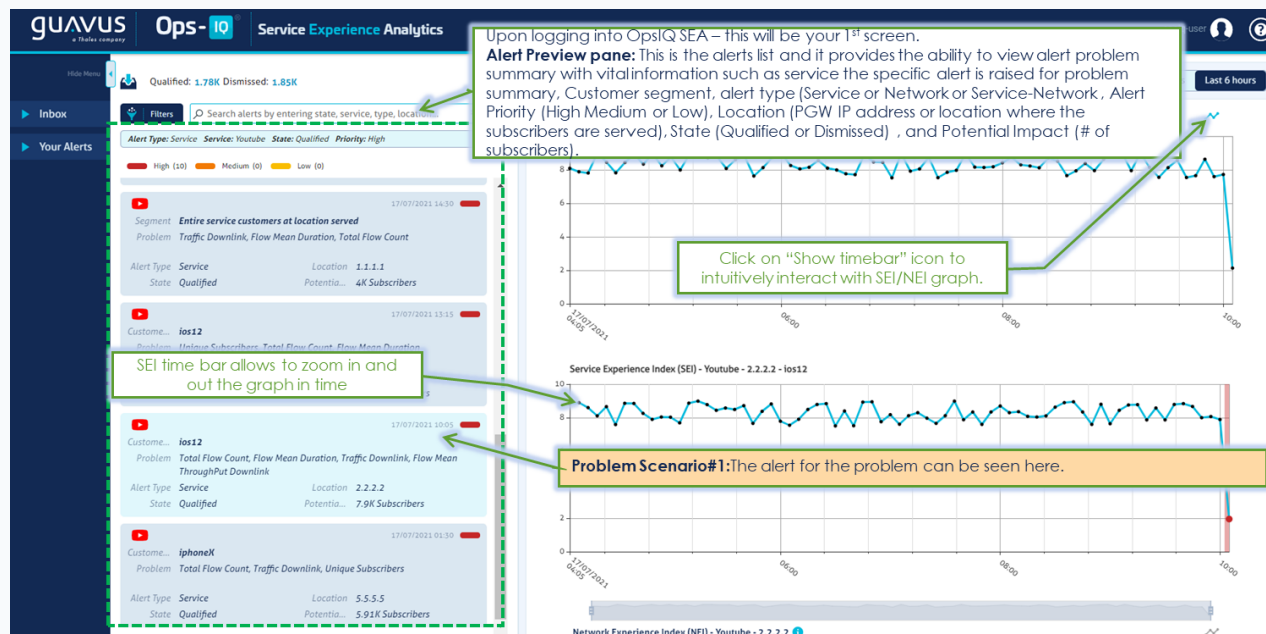


Service Experience Index (SEI) score is generated by ingesting and analyzing user plane data in real time to detect streaming service degradations from an 'outside-in' perspective representing a true customer experience.

Network Experience Index (NEI) score is generated by ingesting and analyzing network plane data to measure a service's network experience within those same granular customer microsegments. This is the 'inside-out' approach.

Actionable Intelligence for Targeted Response using Micro-segmentation

Guavus **Ops-IQ** OTT Analytics provides MNOs the ability to look at real-time indicators of service experience, within active customer micro-segments, and identify network problems impacting customer experience, providing actionable intelligence to enable proactive, targeted problem resolution that **prevents network-related churn**.

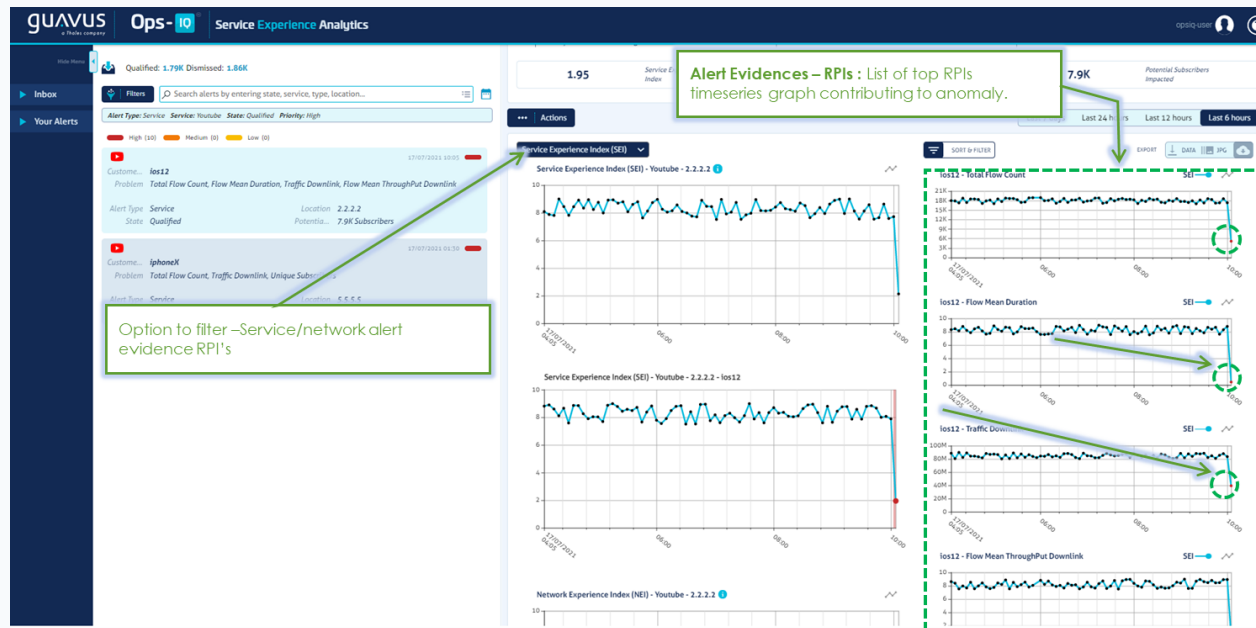


The Difference is Clear

Go from knowing that there has been an abrupt drop in streaming video flows to knowing:

- There is an abrupt drop in streaming video flows
- The drop is isolated to iOS clients
- Which RPLs caused the alert
- The problem is within the third-party provider network
 - The priority level is high
- It is a 'service' type alert; no network anomaly identified
 - Potential impact

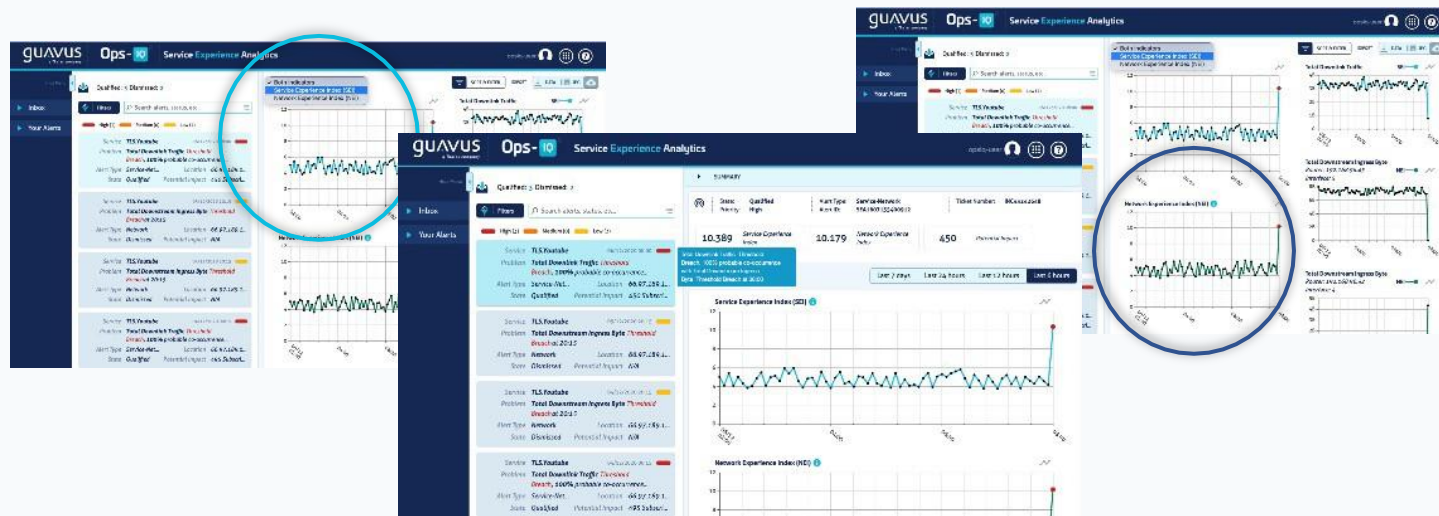
Real Performance Indicators (RPIs) to Detect Anomalous Behavior Automatically



Guavus **Ops-IQ** OTT Analytics is a new kind of service assurance that reacts quickly to changes in service experience. It is more than a mere human can manage; therefore, artificial intelligence (AI) will play a major part.

Ops-IQ OTT Analytics uses AI to self-learn from network and service RPIs to rapidly establish what constitutes normal or acceptable impairments, relative to impairments that are affecting end-user applications and directly impacting customer experience.

Real-time Customer Experience Impact Analysis to Address Issues Proactively



Guavus **Ops-IQ** OTT Analytics provides real-time actionable intelligence to identify network and service problems and impacted customer micro-segments. These alerts are based on Service Experience Index (SEI) and Network Experience Index (NEI), powered by AI to enable CX-focused operations.

The alert represents a network problem leading to service degradations and impacting the customer experience and providing insights before a larger number of customers are impacted.

Why Guavus Ops-IQ OTT Analytics?

Simplification

- Simplifies the existing complex service assurance toolset
- Provides automation beyond that which human processes or robotic automation can handle

Consolidation

- Provides a vendor-agnostic platform to consolidate and correlate existing systems
- Leverages investments in existing tools, personnel, processes, service assurance

5G Readiness

- Provides standardized automation that can cope with approaching 5G demands

Pure-Play Supplier

- Dedicated telco analytics supplier with a major focus on 5G networks
- Proven experience in carrier-grade analytics projects for leading Tier 1 CSPs

Intelligent Solution

- Purpose built for CSPs
- Ultra-fast orchestration that can react within microseconds to dynamic network changes
- AI-driven open-APIs for any ecosystem integration

Efficient and Cost Effective

- Real-time alerts for efficient issue resolution
- Software-driven
- Not dependent solely on probe data

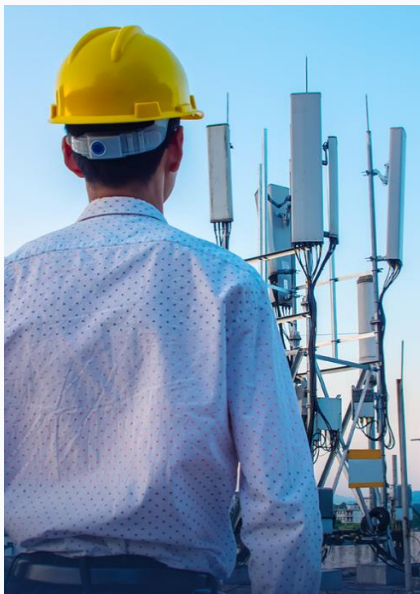
For more information visit us at:
www.guavus.com

Why Guavus?

With our singular focus on 5G, expertise in 4G & 5G and vendor-agnostic approach, we can get you from here to there with peace of mind.



Pure-play analytics.



Transition expertise.



Future-proof solutions.



Uniquely positioned.