



Big data is in our DNA

NETSCOUT combines unique data collection and enrichment technology with enterprise-grade professional services and consultation.

- Telecommunications expertise across 2G, 3G and LTE networks, wireline, IMS and cable
- Powerful collection and correlation of data to ensure a reliable, insightful view of subscriber and network activity
- Global experience with diverse data enablement projects

Data Enablement

Extract Value from Rich Network and Business Data

Drive profitability with data integration

Each day service providers manage enormous volumes of data as they deliver voice, data, video, and other services to subscribers.

In addition to the data carried within the network itself, providers also manage other business data considered crucial to the operation and performance of that network. NETSCOUT's Data Enablement solution helps providers extract more value from these data sources.

Our data enablement solutions help providers to:

- Improve retention rates
- Acquire new subscribers
- Identify upsell opportunities
- Gain a competitive edge
- Optimize operations
- Monetize subscriber data and intelligence
- Validate business initiatives

Telecommunications is Big Data

Telecom providers serve billions of users, generate hundreds of billions of detail records, and transport no fewer than 120 petabytes of data each day. A massive collection of data that contains all the raw material needed to deliver highly-valuable intelligence, and the power to improve profitability and performance throughout a business or corporation.

Sales and marketing teams seek information on service uptake, effectiveness of promotions, and insight into opportunities for new pricing and service bundles. Network operations and engineering want information to identify bottlenecks, analyze traffic patterns and applications used, and plan network expansions. Radio access network teams are looking for information on coverage, while customer care and retention teams need information on customer satisfaction and reported issues.

This information is certainly available, but its true value can only be realized if the raw data can be efficiently collected and correlated for analysis.

The Challenges of Big Data

Effectively transforming the available data into valuable information is extremely challenging. To answer any business or operational question, data must first be collected and correlated from a variety of sources, each of which is part of the bigger picture. This enriched information then needs to be delivered to the technical or business intelligence applications used by each organization—integrating seamlessly with existing processes and tools.

The combination of data sources and output formats needed is unique for every purpose. Scope and levels of granularity vary, and in all cases, the information delivered must be complete, reliable, sufficiently detailed, and available on a timely basis. Without a systematic approach to data enablement, a handful of organizations or individuals will quickly become overwhelmed by requests for information, limiting the decision-making ability of the business.

We empower the teams responsible for valuable data to:

- Eliminate manual data manipulation and correlation
- Correlate and normalize multiple data sources with differing levels of detail
- Ensure timely processing and delivery of data to third-party analysis tools or databases
- Easily customize data feeds or reports
- Transform network data into a “real-time business decision” enabler



Stakeholders — Each team has unique business needs and data requirements. Through data enablement, multiple stakeholders can take advantage of the same data sources.

Gain highly valuable information

- Which services are being used, by whom, where, when, and how
- Quality of customer experience, high-value customers, and those at risk of churn
- Service and network performance, opportunities for optimization or expansion
- Historical trends, predictive forecasts, and just-in-time intelligence

Rich Data Collection

We provide a range of highly-detailed sources of data, including the GeoProbe and InfiniStream probes, as well as the Iris and nGeniusONE Service Assurance platforms. In addition, NETSCOUT's Adaptive Service Intelligence™ (ASI) technology analyzes packet data in real-time for timely and valuable insights that can be shared across the organization, for more informed business decisions.

- ASI identifies unknown traffic types with granular information such as "Netflix video," "Skype," "BitTorrent," or "Apple Push Notification Service"
- Custom event detail records (xDRs) and associated specification documents from the control plane or user plane
- Key Performance Indicators (KPIs) from NETSCOUT's suite of Service Assurance applications
- TrueCall® Location Session Records (LSR) specifications provide RAN and subscriber information for geomarketing, SON and policy systems
- Third-party sources and network elements from OSS interfaces

Our data collection spans telecom network technologies and domains to deliver visibility into control and user planes. Setups, successes, fails, drops, and abnormal terminations, durations, sizes, and packet-level attributes such as jitter, loss, and retransmit are all available. We bring the expertise to transform network data into an enabler of real-time business decisions with:

- Voice experience
- Message and roaming experience
- Authentication and data experience
- Streaming, application, and HTTP experience

Professional Services Expertise

NETSCOUT's team of Professional Services consultants can provide the expertise, experience and support to easily extract and enrich data for nearly unlimited data integration possibilities. Our Professional Services team can help with:

- Business intelligence and data analysis platforms, high-column database management and query optimization
- High-volume data feeds, mediation design, APIs, and third-party integration
- Telecommunications trends and technologies from fixed-line network to LTE, including interfaces, signaling, transactions, and network elements
- Building Extract, Transform, and Load (ETL) and data store solutions
- Consultancy, advice, and enrichment of data for analysis

nGenius Business Analytics

NETSCOUT's nGenius Business Analytics is a next-generation approach to business analytics that powers customer-specific use cases by enriching ASI smart data with data from non-network sources such as BSS/OSS, subscribers, devices, locations and applications.

Built upon an open framework, nGenius Business Analytics uses KAFKA and REST, industry-standard APIs, to export this valuable subscriber and service-level intelligence into your data lakes and business analytics platforms, for the most complete insights into customer experience, revenue growth, churn, operational efficiency and productivity.

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