

## ONE SOLUTION, MULTIPLE BENEFITS

### Unlimited, Unchained, and Unrestricted

With nGenius® Business Analytics (nBA) powered by NETSCOUT®'s Smart Data, you'll receive in-depth subscriber analytics and gain a unique view into how your subscribers are really behaving.

- Lower TCO and Investment
- Smart and Insightful Data Set
- Unrestricted Analysis and Reporting
- Scalable and Consumable Data
- Supports Big Data Initiatives

## nGenius Business Analytics: Deliver Subscriber Analytics Like a Rock Star!

### Smart Data – Powerful Analytics – Simple Delivery – Lower TCO

nGenius Business Analytics delivers a next-generation approach to analytics: unlimited, unchained, and unrestricted – allowing you to deliver subscriber analytics like a rock star. nGenius Business Analytics makes wired data consumable for Big Data analytics in a scalable, cost-effective manner.

Service providers use nGenius Business Analytics for a number of use cases including:

- Improved visibility into their customers' experience
- Key departmental visibility with KPIs, self-service analytics, and customized dashboards
- CEM/Big Data initiatives

### Powered by Smart Data

Smart Data is the vehicle that delivers a unified data model providing independent end-to-end Smart Visibility from vendors, generations, devices, technology, networks, and cloud providers. Smart Data provides the Smart Visibility needed for workload and technology continuity while insulating carriers from present and future:

- **Multi Vendors:** E//, Nokia, Samsung, Huawei, Cisco, etc.
- **Multi Generations:** 2G, 3G, 4G, 5G, WiFi
- **Multi Devices:** AMF, SMF, PCF, MME, SGW, SGSN, TAS, DNS, DHCP, etc.
- **Multi Technology:** VM vs. Container
- **Multi Cloud:** OpenStack, VMware, AWS, Microsoft, IBM, Google

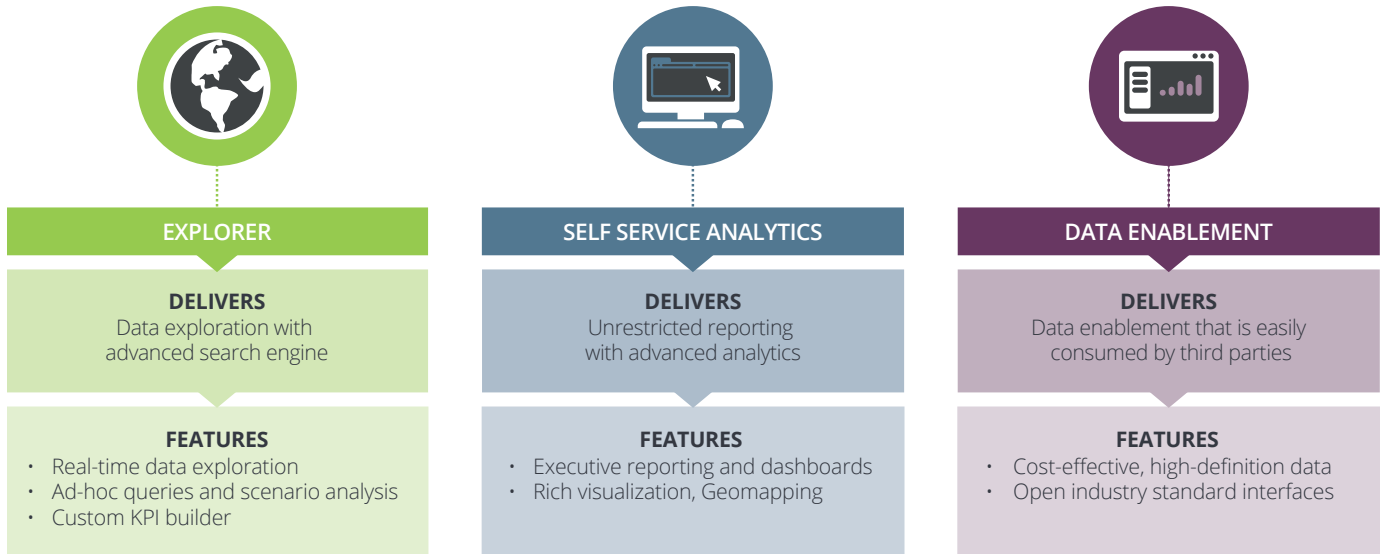
The Smart Data unified model reduces Total Cost of Ownership via reduced middleware, a smaller footprint, and less power consumption.

### The Right Analytics Solution Is Everything

How do Communications Service Providers (CSPs) analyze their data and discover intelligent and timely insights into their subscribers, services, networks, and applications? With the modernly designed nGenius Business Analytics, utilizing the InfiniSteamNG Smart Data Platform, CSPs gain an elastic analytics solution designed to process large volumes of data and derive real-time, actionable insights.

nGenius Business Analytics is built upon an open framework that brings to life real-time data enablement with industry-standard open APIs. This ecosystem provides the flexibility needed to address the specific requirements of stakeholders across your organization including Operations, Engineering, and Marketing allowing them to extract the information they choose.

## One Solution; 3 Rockin' Modules

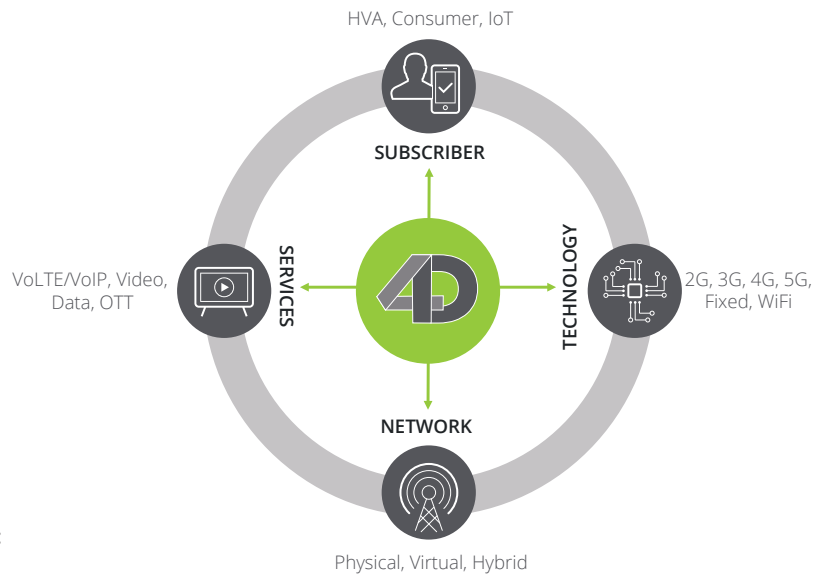


## Applications Applied to Your Business Needs

Smart Data enables quicker decisions and greater business insights.

- Optimize and troubleshoot your network
- Improve your customer experience
- Monetize your data
- Predict service quality
- Enable automation

### ASI Smart Data - Subscriber Traffic Flows - "Wire Data"



**Get ready to deliver with nGenius Business Analytics: Unlimited, Unchained, and Unrestricted!**

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