

## Adapt to Support New Business Models

### The Opportunity

With the global pandemic changing the profitability landscape, carrier service providers need to adapt in order to serve consumer and business customers effectively.

- **Manage declines in consumer spending:** A record-breaking rise in unemployment could drive subscribers to consider lower service plans or prepaid options, resulting in lower Average Revenue Per User (ARPU).
- **Weather a tumultuous businesses environment:** For some companies, increasing voice and conferencing traffic will utilize excess network capacity, while other business will downsize or close.

### The Details

NETSCOUT® assists carrier service providers with an innovative approach to navigate uncertain future. With nGeniusONE®, nGenius® Business Analytics and ISNG, carrier service providers gain visibility to macro and micro trends, identify new profit centers, and drive down operational costs through automation.

- Integration with Ansible, NetConf, YAML, Yang, etc.
- Industry-standard data interfaces including Kafka, Pulsar, and REST.
- Software models for probes, applications, packet brokers, and security.

### The Results

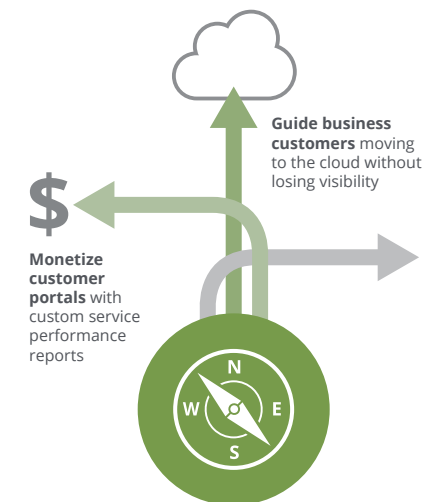
With NETSCOUT, carrier service providers assure cost-saving innovation.

- Leverage smart business analytics.
- Ease the impact of potential workforce reduction.
- Accelerate adoption of automation tools.
- Optimize existing infrastructure.
- Lower Total Cost of Ownership (TCO).

### Our Promise

At NETSCOUT we view our customer relationships as long-term partnerships. We are here to help in this rapidly changing environment. Learn more at:

[www.netscout.com/business-continuity-csp](http://www.netscout.com/business-continuity-csp)



**EFFECTIVELY NAVIGATE  
BUSINESS UNCERTAINTY**

Carrier service providers with deployed NETSCOUT solutions are well-equipped to manage the changing profitability landscape while effectively meeting customer needs.



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NETSCOUT offers sales, support, and services in over 32 countries. Global addresses, and international numbers are listed on the NETSCOUT website at: [www.netscout.com/company/contact-us](http://www.netscout.com/company/contact-us)