

Incognito MAP Customer Case Study

A complete solution for your network analytics needs

Overview

In today's competitive telecom market, service providers face mounting pressure to deliver superior network performance, reduce costs, and enhance subscriber experiences. As one American service provider sought to overcome these obstacles, they selected **Incognito's Network Monetization and Analytics Platform (MAP)** to revolutionize their network operations.

This case study will explore the reasons behind the service provider's decision to replace their existing vendor, the key areas where Incognito's platform played a transformative role in improving subscriber experiences and network performance, and how Incognito enabled the operator to achieve their operational business goals.

Why Choose Incognito?

Incognito MAP is an appealing choice for service providers thanks to its ability to address key operational and business challenges.



CapEx model over OpEx (SaaS)



Flexibility to quickly configure reports and meet customer needs.



Open and configurable approach to take control of your data to meet the needs of marketing, billing, service assurance, capacity planning, etc.



Standards-based technology-agnostic, real-time data collection, and highly scalable platform.

CHALLENGES



The service provider faced a variety of challenges that necessitated a swift and strategic shift in their OSS approach to network analytics.

- They were faced with a costly OpEx-intensive licensing model, which put a strain on financial resources.
- Gaps in the functionality of their current solution, notably around policy management and capacity planning, resulted in them misdiagnosing issues and spending more CapEx in areas that failed to address underlying problems.
- Lack of automation from their existing solution hindered their ability to act on network and subscriber data collected, resulting in missed opportunities for proactive network optimization.
- They lacked control over their own data, being dependent on their existing vendor for any changes or reporting modifications, leading to prolonged turn-around times for critical adjustments.

Given the urgency to overcome these challenges and the impending contract renewal deadline, time was of the essence for the operator to find a superior alternative. Like many others, this operator was seeking a complete understanding of customer experience and network performance. A recent industry report from Heavy Reading found that a majority of service providers are looking to leverage network insights to better manage capacity planning and congestion and gain more control over service delivery and heavy user activity. These findings underscore the urgency for service providers to find a comprehensive network analytics solution that not only extracts intelligence from their network but also allows them to take automated actions to improve performance.

SOLUTION

The operator selected Incognito's Network Monetization and Analytics Platform (MAP), a real-time data collection, analytics, and intelligence solution that provides a comprehensive view of all network activity and automated tools. They used MAP to deliver two key business use cases:

1

Fair Network Usage

By leveraging Incognito's MAP Act and MAP Proactive modules, the operator can seamlessly and automatically apply policies and throttle services to subscribers who exceed their plan's allocated bandwidth. This powerful functionality enables the operator to limit revenue leakage caused by subscribers surpassing their usage limits, while simultaneously alleviating network congestion. Incognito empowers operators to proactively manage network resources, ensuring fair network usage and a quality experience for all users.

2

Regulatory Reporting for the FCC Affordable Connectivity Program (ACP)

Incognito's MAP solution plays a pivotal role in ensuring the service provider complies with reporting requirements for the FCC's Affordable Connectivity Program, which offers government rebates based on proof of subscriber consumption per household and operator-provided connected devices. By leveraging Incognito's MAP Monetize module, the service provider can capture precise fixed broadband usage and consumption information on a per-subscriber basis. What's more, the platform's intuitive dashboards and user-friendly export features make it easy for the operator to compile and submit the necessary data to the Universal Service Administrative Company (USAC) to capitalize on the available government incentives.

BENEFITS



Lower total cost of ownership and enhanced features provided greater value compared to the incumbent vendor.



Speed of delivery: rapid implementation and out-of-the-box (OOTB) functionality, deployed to production less than two months from replacement project kickoff.



Greater agility by reclaiming control of network, platform, and data ownership.



Centralized approach to converged access network data collection and automation, with support for fiber as operators continue PON greenfield builds.

Summary

Incognito's Network Monetization and Analytics Platform offers a comprehensive solution to help this American operator address their challenges around improving the subscriber experience, enhancing network performance, and delivering key business use cases related to fair network usage and regulatory reporting. With MAP, the operator is enjoying lower costs, improved data ownership and control, and a centralized and scalable approach to network data collection and automation. Incognito's differentiation is evident in its CapEx-focused licensing model, flexible and configurable product, open approach, and standards-based technology, making MAP a valuable choice for operators seeking network insights and improved operational efficiency.

To learn about Incognito MAP, visit www.incognito.com/products/monetization-and-analytics-platform/