



analytics | ab

Pipeline Analytics Toolkit™ - From DOCSIS data to actionable insight

Pipeline Analytics Toolkit offers Cable operators a powerful framework for extracting actionable intelligence from their DOCSIS networks. Reports and visualizations using key DOCSIS metrics help cable providers reach a deeper understanding of subscriber, service, and network capacity behavior. The Toolkit's components are portable and designed to integrate with leading databases, analytics, business intelligence, and network management applications. Pipeline's flexible licensing model allows operators to embed components in their current enterprise data warehouse environment in order to leverage their existing investment while benefiting from the value of DOCSIS network key metrics.

Customer Endorsement

"With the Analytics Toolkit we were able to quickly identify those customers who were experiencing degraded service due to their bandwidth usage needs consistently going beyond their configured bandwidth profile (i.e. "up sell" candidates)."

*Product Manager
Leading Tier-2 MSO*

Applied Broadband, Inc.
1881 9th Street, Suite 125
Boulder, Colorado 80302
p | 303.449.2033
f | 303.449.0119
e | info@appliedbroadband.com

www.appliedbroadband.com



Key Features & Benefits:

Understand Subscriber Experience Using Key Performance Indicators

Leverage rich IPDR data streaming from your network and transform it into key performance metrics to understand your network, service, and subscriber usage behavior. Designed by Applied Broadband, Pipeline includes a rich collection of DOCSIS Key Performance Indicators (KPIs); these derived values of massive and complex data sets provide you with the building blocks for powerful network intelligence and reporting environments.

Evaluate Subscriber Behavior to Uncover New Revenue Opportunities

Subscriber usage reports provide insight into individual subscriber consumption at the DOCSIS service layer without creating privacy issues. Data consumption on a per subscriber service flow basis is organized using Pipeline's Service Flow Journals (SFJs) to provide accurate views by network topology or subscription tier. These reports allow operators to uncover upsell opportunities and quantify the costs of network abuse.

Internet video alone will account for 57 percent of all consumer internet traffic in 2014.

Overall IP Traffic Growth 40% CAGR thru 2013.

Source: Cisco Visual Networking Index

Service Aware Capacity Management

Traditional network capacity analysis is based on interface utilization and aggregate device counts. Pipeline's Analytics introduces capacity analysis based on service and DOCSIS aware metrics, providing a new view into the interface and the individual services that compose total network utilization.

Optimize Product Offerings

Insight into consumption across different tiers of service can be used to compare and optimize capacity costs across IP products to optimize profitability while stemming churn, improving user experience, and increasing profitability.

Pre-defined Reports With the Flexibility to Grow

Out of the box, the Analytics toolkit offers a rich range of reports and metrics providing immediate value. The extensible data model and ETL environment enable operators to add or customize reports using either in-house resources or Applied Broadband's professional services.

Data Consumption by Service Tier

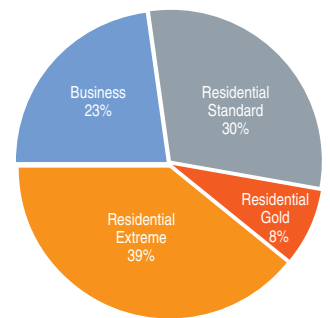


Figure 1 | Service Driven Capacity Management

Integration With Popular Databases and Business Intelligence Applications

Pipeline Analytics' flexible environment enables the service provider to store and access the underlying data models, metrics, and reports using a variety of popular 3rd party tools and BI applications.

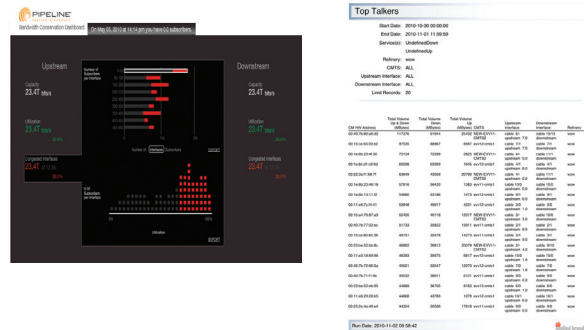
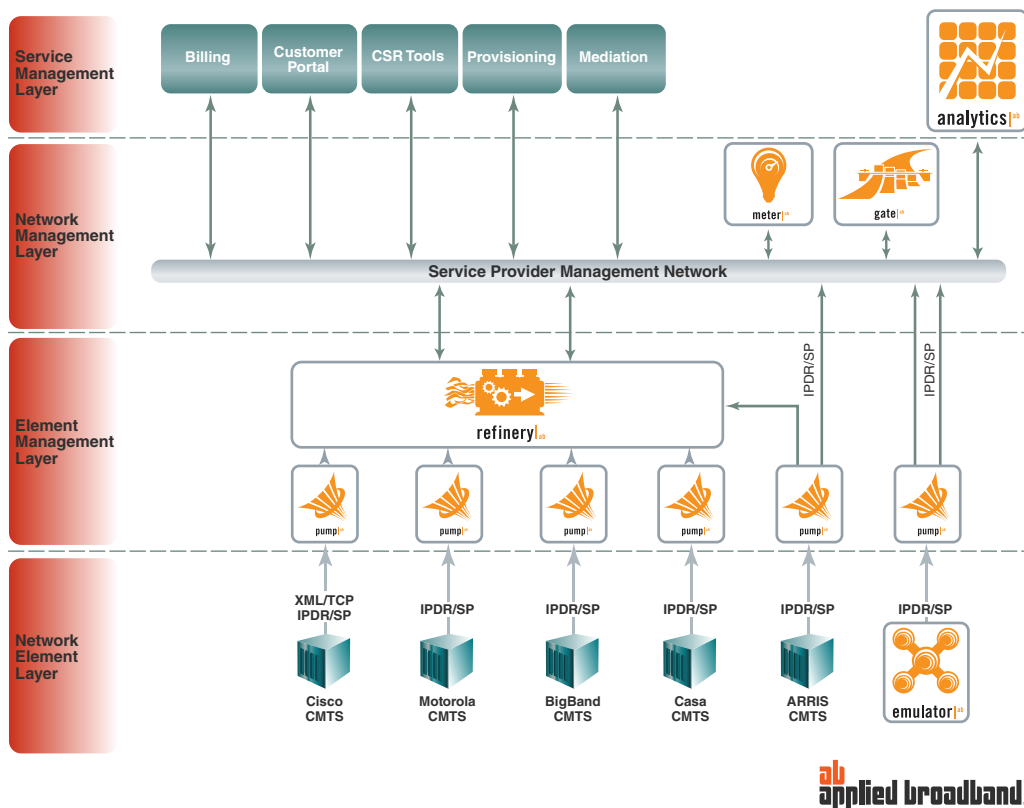


Figure 2 | "Out of the Box" Reports in an extensible toolkit environment

Pipeline's role within Cable's OSS/BSS



Pipeline Related Products:

- Pipeline Pump™
- Pipeline Refinery™
- Pipeline Meter™
- Pipeline Gate™
- Pipeline Analytics Toolkit™
- Pipeline Emulator™

Pipeline Analytics Toolkit Minimum Systems Requirements:

- Operating System – Redhat EL 5 Solaris 10 (x86-64)
- Hardware – 64-bit quad-core 1.6GHz
- Disk Space – 1TB (2x250GB 10K RPM, SATA or SAS)
- Memory – 2GB per CPU core

Pipeline Analytics Toolkit Part Number:

PIPE-ANA4.0-SW

Contact Us:

To learn more about the Pipeline and its modular components including the Analytics Toolkit, visit our website at www.appliedbroadband.com or email us at sales@appliedbroadband.com

Pipeline's flexible modular design allows for implementation of stand-alone applications such as the Analytics Toolkit, or bundled solutions that offer a robust range of functionality, security, and business intelligence to the Cable industry.