

Predictive Congestion Management

After years where operators have been forced to compete for new subscribers on price alone, there are indications that network quality, especially among high-end customers, is again becoming an important differentiator between carriers. This provides an opportunity for operators to claw back some pricing power, and win new customers. However, as data usage increases and more demands are placed on network bandwidth, some operators find that service quality is becoming increasingly spotty, as networks are become overloaded and capacity is crunched.

Openet's Predictive Congestion Management Solution helps operators to proactively predict and address network congestion issues, enabling operators to compete on delivering a better Quality of Experience. Many providers have learned that spending more on network capacity is ineffective, unless accompanied with the controls to ensure the capacity is fairly distributed based on different dimensions such as service plan, device type, and service type e.g. premium versus non premium content. This solution allows service providers to model the impact on quality of service, to deploy targeted policy control actions to give customers the best and most appropriate quality of experience.

PREDICT POINTS OF CONGESTION

While some operators have attempted to address network bottlenecks with reactive or trigger based policies between radio nodes, network probes or DPI platforms and first generation policy management systems. Usually by the time these have been activated, services have already degraded, with the customer experience been negatively impacted. Openet's Predictive Congestion Management Solution predicts congestion points with high accuracy before they occur, enabling operators to take action prior to a problem in the network occurring. The solution models network and usage activity, using network key performance indicators to predict when congestion will happen and the contribution factor, based on trending of historical data, special events, as well as seasonality and the effect of recent changes to a network. This allows operators to be more precise and less invasive with their network monitoring.

APPLYING PROACTIVE POLICY CONTROLS

Being able to diagnose where and when a problem is going to occur is only useful if action can be taken dynamically. Openet's Predictive Congestion Management Solution only targets points where congestion is predicted to happen for policy controls, rather than entire network. This capability enables operators to implement targeted Quality of Service controls that block, redirect or modify traffic to match service requests with available network resources. This gives carriers the ability to be more location- and application-specific in how they manage data traffic congestion, to address subscriber frustrations associated with network congestion issues.

INTELLIGENCE THROUGH SUBSCRIBER-AWARENESS

Being able to understand the context to a resource request from a subscriber in a congested area, makes for a more precise and value-enhancing decision. The service being requested, a subscriber's data plan, the type of device, or cause of congestion make any decision affecting a subscriber's Quality of Experience complex. Openet's solution enables operators to take real-time decisions based on subscriber profiles and type of usage requests. When a network or cell-site is congested, it is able to combine subscriber entitlements e.g. high priority subscriber, with service awareness e.g. identifying an activity as a low priority routine over-the-air update, to balance to prioritize network requests with the resources available.

MAKE THE MOST OF EVERY NETWORK AND CUSTOMER

Attract subscribers, provide them a great experience, maximize revenue from them, and minimize the cost to serve them. Sounds simple until you try to do it with millions of subscribers supported by inflexible legacy infrastructure amidst an ever-changing set of business requirements. To succeed in this environment, you must first know your subscribers and how they use your services, be capable of deploying innovative business models that maximize revenue, and be able to control the allocation of your network resources intelligently and efficiently. This is Making the Most of Every Network and Customer. And Openet can help with our Service Optimization Software. We provide this today for operators such as Vodafone, Orange, AT&T, Verizon and dozens of others across the globe.

OPENET FRAMEWORK

Openet products are built on the Openet Framework which gives our products their name and is the foundation for our suite of Service Optimization Software.

The Framework provides carrier-grade performance, as proven by the world's largest service providers to process billions of events daily and manage thousands of transactions per second with low latency.

Openet products and solutions integrate seamlessly with any network, enabling service providers to deploy highly configurable, convergent solutions to support voice, data, content, and multimedia services on one platform. Openet's suite of products includes policy management, mediation, charging, rating, balance management, profile management and dynamic context router.

SOLUTION DELIVERY SERVICES

Getting the Most Out of Your Investment

Simply put, Openet Solution Delivery Services leverage our focused expertise and highly specialized engagement processes to help you realize the full potential of your investment in Openet solutions. And, therefore, extract the greatest possible business value from your network activity. Our teams are deeply versed in the requirements for deploying and customizing our solutions to maintain performance at scale, while enabling service providers to launch new services quickly and cost-effectively.

A PROVEN FOCUS ON THE NETWORK EDGE

Openet focuses on network-edge solutions that extract increased business value from network activity. Combining highly specialized Solution Delivery engagements with Openet's industry-leading Framework and products, Openet enables today's service providers to rapidly introduce new services, while cost-effectively managing services already in market.

A PARTNER TO LEADING SERVICE PROVIDERS WORLDWIDE.

Openet implementations include long-running engagements with the world's leading service providers, including Verizon, AT&T, BT, and Orange.

