VIAVI
VIAVI Solutions

Building Analytics & Business Intelligence

ValueDATA is a solution that offers numerous and customizable analytical dashboards made to answer specific use-cases. By making use of all the data gathered by the NITRO Mobile Platform, it provides Mobile Network Operators with a marketing tool capable of processing and delivering complex data insights.

ValueDATA has been conceived to be used by all teams. It is the perfect starting point for various use cases assessment.
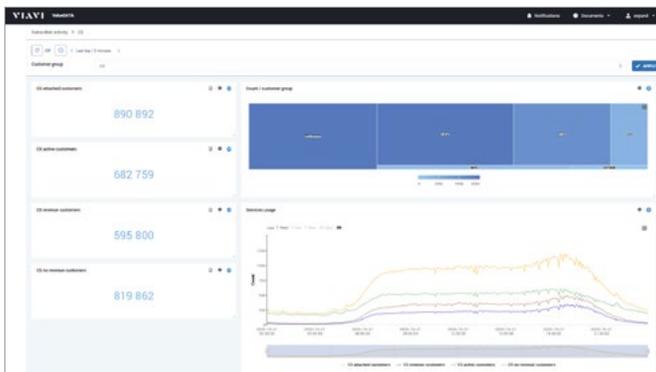
Subscriber Activity dashboard on ValueDATA

VIAVI is a vendor-independent company that uses its own Big Data platform comprised of non-intrusive passive probes (eProbes) and high-performance servers enabling real-time 24/7 monitoring. The platform is monitored by its own platform and the product, ValueDATA, like other VIAVI NITRO Mobile products for Mobile Network Operators, has been developed to work flawlessly on 2G to 5G networks.

ValueDATA

A pillar of the NITRO Mobile Platform:

Value DATA is part of the NITRO Mobile Analytics Platform which enables the collection, processing and analysis of almost any data from an operator's network. This platform can also feed and/or collect any data from or for third-party solutions.

ValueDATA includes many features which are constantly enriched with users' feedback. Contact the VIAVI team if you would like to know more about the product or if you have a specific request/use case you would like to discuss.
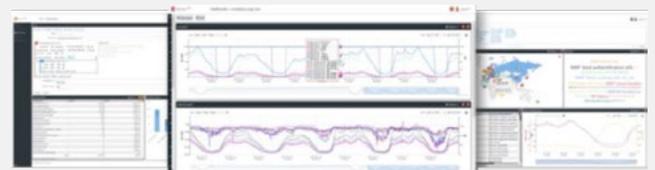
Get the full picture with the NITRO Mobile product suite

The NITRO Mobile also offers a network-focused (SQM) and customer-centric (CEM) solutions through its QOS (SecureQOS, MonitorQOS, ExploreQOS) and its Vision (VisionROAM, VisionSLA, VisionCARE) line of products.

On demand use cases

ValueDATA has already answered multiple requests from MNOs worldwide. An operator needed a segmentation tool to adapt its offer to the market while another operator wanted to detect more easily subscribers using dual-SIMs. VIAVI also integrated a churn prediction feature as well as an advanced Whatsapp™ analytics since the popularity of the messenger app. ValueDATA has many features that has been built around use-cases requested by operators. Some features include:

· Subscriber analytics: complete subscriber profiling information
· Behavior and usage: a dashboard providing behavior and consumption analytics
· Technology analytics: insights on the devices/handsets and technology used in the network
· Network analytics: a complete data-application usage dashboard

Features are continuously updated with new use-cases, either user-made or VIAVI-made.

Subscriber activity analytics

Based on our CEM architecture, a set of dashboards is featured to detect inactive subscribers, per group and per service (CS, PS, both). With this information, the marketing department can make specific campaigns, adjust their current offerings or by making special offers based on behavior or consumption while the Customer Care teams can launch appropriate actions avoiding customer churns or complaints, and then review the effectiveness of their campaigns:

· How many customers are using data services every day?
· Which customer are not using any service for the last month?
· How often are my VIPs using my services?

VIAVI (NASDAQ: VIAV) is a global provider of network test, monitoring and assurance solutions for communications service providers, enterprises, network equipment manufacturers, government and avionics. We help these customers harness the power of instruments, automation, intelligence and virtualization to Command the network. VIAVI is also a leader in light management solutions for 3D sensing, anti-counterfeiting, consumer electronics, industrial, automotive, and defense applications. Learn more about VIAVI at www.viavisolutions.com.