

LOCATION INTELLIGENCE

# NITRO DataOps

Turning geolocated data into actionable opportunities



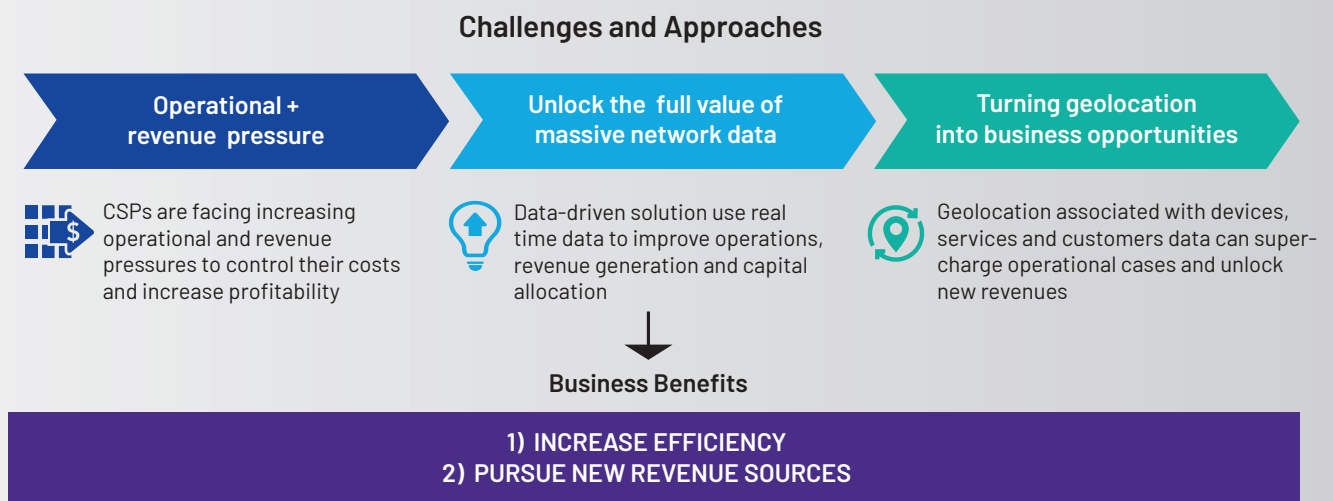
# OVERCOMING THE MONETIZATION BARRIERS

In today's hyper-connected world, mobile network operators face increasing challenges in harnessing the rich geolocated data generated by their networks.

Despite the immense potential to unlock valuable monetization opportunities across various use cases, many operators struggle with the complexity of extracting and curating actionable insights from the rich data provided from their geolocation solutions.

Without the ability to swiftly process and deliver these insights, organizations risk missing out on critical revenue streams.

**Our solution provides ready-to-use, curated datasets tailored to specific needs, empowering operators to seamlessly transform data into profitable opportunities while improving ROI of geolocation solutions in place.**

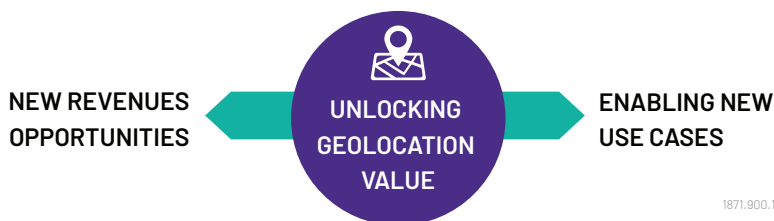


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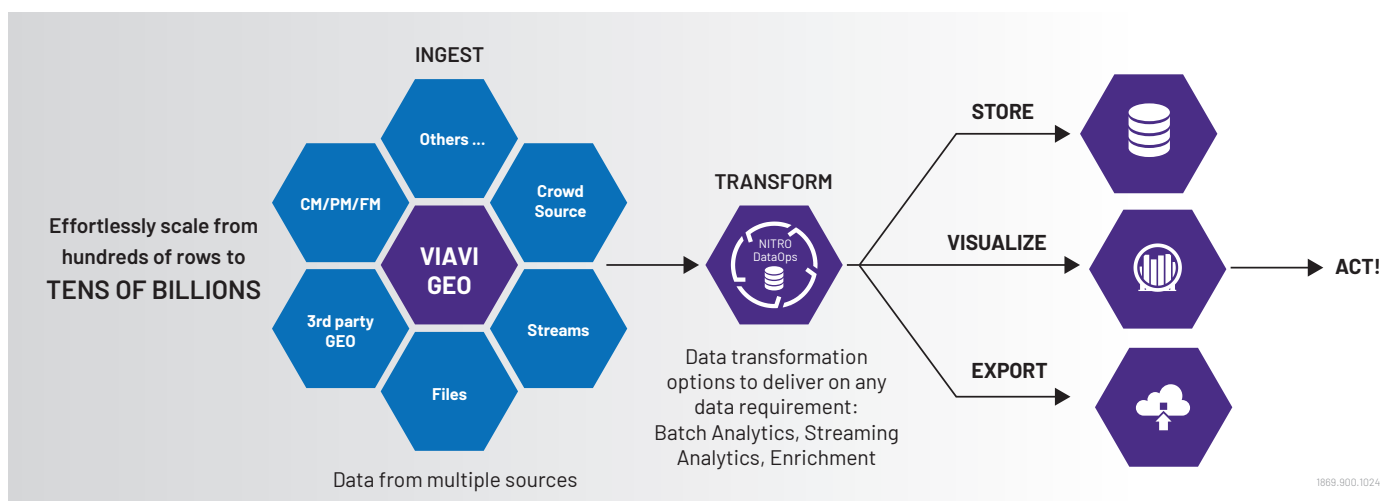


## Unlocking the Full Potential of Location Intelligence


NITRO DataOps is a comprehensive solution designed to empower mobile network operators with flexible, end-to-end access to geolocated data. Our solution relies on a powerful platform which seamlessly integrates the key processes of data ingestion, transformation, storage, visualization, and export, all within a unified environment.




The solution allows operators to easily access and utilize geolocated data, providing unmatched flexibility in how they leverage their location intelligence. Whether it's ingesting data from our the VIAVI Location Intelligence sources or integrating external datasets, NITRO DataOps adapts to meet the specific requirements of each customer.



By unlocking geolocation data, DataOps enables operators to optimize efficiency and unlock monetization potential. Beyond these advantages, the solution empowers a diverse range of use cases, allowing marketing teams, advertisers, retailers, and other organizations to enhance their solutions and drive success.



NITRO DataOps is your key to unlocking the full potential of location intelligence, delivering the platform, tools and flexibility needed to transform raw data into powerful, monetizable insights.



## Features

- **Ready-to-use data**
  - Utilize the pre-defined data models and pipelines for off-the-shelf delivery, making data easy to consume and actionable
- **Curated and customizable insights**
  - Tailor data sets to meet specific needs and consumption preferences, ensuring a perfect fit for your use cases
- **Multi-source data correlation**
  - Enhance the value of your data by adding context through the ability to correlate information from multiple sources
- **Flexible data integration**
  - Seamlessly incorporate both internal and external data sources to meet your diverse needs

## Benefits

- **Unlocks new revenue streams**
  - Generate customized data sets specifically designed for monetization use-cases, driving additional income
- **Accelerates use-case implementation**
  - Quickly create targeted data sets, enabling faster realization of monetization opportunities
- **Boosts ROI**
  - Maximize the value of location intelligence from your existing geolocation solution, enhancing overall return on investment
- **Accelerates integration**
  - Effortlessly integrate with internal and 3rd party data sources, fast onboarding of external apps with APIs designed for seamless integration





## Expanding Possibilities with Geolocation

NITRO DataOps unlocks diverse use cases by harnessing geolocated data. This data, tied to devices, services, and subscriber insights, helps CSPs enhance operational efficiency and monetize new opportunities. Internal marketing teams, external agencies, retailers, and other organizations can improve their solutions with location-aware data. From targeted marketing to transportation and network optimization, NITRO DataOps empowers a wide range of applications.



### Targeted Marketing Campaigns

**Use Case:** By understanding consumer preferences and behavior in specific geographic areas from geolocated data, business can deliver highly personalized marketing messages to customers based on their real-time location data.

**Benefits:** Allows businesses to engage customers with relevant offers, driving higher conversion rates and improve the effectiveness of marketing campaigns.



### Transportation Optimization

**Use Case:** Leverage location intelligence data to analyze traffic patterns and optimize route planning. By gaining insights into real-time traffic conditions and mobility trends, they make more informed decisions to reduce congestion and improve efficiency.

**Benefits:** Allows transport providers to significantly enhance fleet efficiency, reduce travel times, and offer a better overall transportation experience for their customers, resulting in cost savings, improved service reliability, and higher customer satisfaction.



### Network Quality Optimization

**Use Case:** Providing user behavior and network usage patterns across different locations, geolocation data provides crucial insights into how network resources are being utilized, enabling CSPs to optimize network coverage and capacity by understanding where demand is highest.

**Benefits:** By optimizing network coverage and capacity based on geolocated insights, operators can ensure better service quality, retain customers, and reduce operational costs.



### Emergency Services

**Use Case:** By utilizing real-time location data, emergency services can quickly respond to incidents, allocate resources more effectively, and manage emergency situations with greater precision.

**Benefits:** With real-time location insights, emergency services can significantly reduce response times, optimize resource use, and improve the management of emergency situations. This results in saved lives, minimized damage, and enhanced trust.



### Geofencing for Targeted Control

**Use Case:** Geolocation data enables the creation of virtual boundaries, or “geofences,” around specific locations. Businesses can use this capability to trigger actions when a device enters or exits the defined area, enabling personalized notifications, offers, or actions based on a user’s location.

**Benefits:** When used for operational purposes, it allows company to enhance security and control by tracking assets or personnel in real-time, reducing unauthorized access and improving operational efficiency.



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