

PRODUCT: BANDWIDTH ACTIVITY REPORTER

SUPERIOR NETWORK INTELLIGENCE FOR EFFICIENT CABLE BROADBAND

**ENHANCE SERVICE QUALITY AND MONETIZE USAGE
BEHAVIOR WITH ACCURATE BANDWIDTH DATA**

PRODUCT HIGHLIGHTS:

1

Gain network intelligence for improved capacity planning and quality of experience

2

Monetize subscriber usage trends through new services or upgrades based on demand

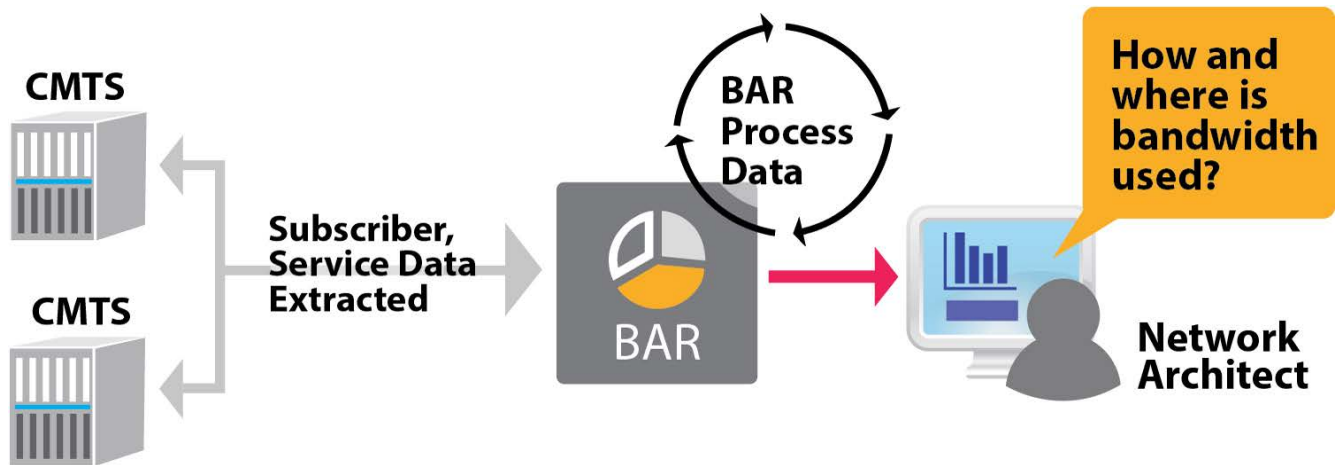
3

Gain full control of IPDR administration with a convenient web-based user interface

4

Evaluate subscriber behavior and alleviate network congestion using a variety of key metrics and reports in a highly scalable solution

DISCOVER YOUR NETWORK'S POTENTIAL WITH SERVICE-AWARE BANDWIDTH INSIGHT



Bandwidth Activity Reporter collects and organizes subscriber usage data to provide network intelligence.

It's never been more important

to understand how and where bandwidth is used on your broadband network. Subscribers demand speed and reliability, however, this can be difficult to achieve in a world of increased internet traffic, a proliferation of IP devices, and the growing popularity of high-bandwidth applications and over-the-top services.

But what if you could gain insight into your subscribers' usage habits to optimize this precious resource, track down your top users, and ultimately provide a higher quality of experience? Incognito Bandwidth Activity Reporter gives you the tools you need to monitor bandwidth usage and better manage your network. This product uses Internet Protocol Detail Record (IPDR) technology to gather IP-based service usage information

on a per-subscriber basis and then organizes behavior trends into reports that can help you make smarter business decisions.

Bandwidth Activity Reporter collects, processes, and presents IPDR data to help you with capacity planning, service experience enhancement, and subscriber behavior monetization. Leverage this network intelligence to identify bottlenecks and peak bandwidth usage periods, plan for increased capacity, and customize service offerings for enhanced quality of experience.

Bandwidth Activity Reporter is a highly reliable and scalable solution that offers comprehensive graphical DOCSIS network intelligence reports and metrics, allowing network operators to see exactly how and where bandwidth is used. Easily set up user roles to enable customized interface views for customer service representatives (CSR) and network operators.

Make the most of your most precious resource. Gain an insight into your network and measure, monitor, and monetize subscriber bandwidth usage with Bandwidth Activity Reporter.



BANDWIDTH ACTIVITY REPORTER DELIVERS

Incognito Bandwidth Activity Reporter offers superior network intelligence allowing you to make informed decisions about capacity planning, service offerings, and policy enforcement. Use Bandwidth Activity Reporter to gather and organize subscriber usage behavior to plan for network expansions, reduce congestion, increase revenue through new service rollout, or introduce usage-based billing models based on real subscriber trends.

Key Metrics from DOCSIS Service Flows

Bandwidth Activity Reporter acts as a raw IPDR stream collector, data refinement engine, and reporting platform that collects and normalizes IPDR records regardless of the DOCSIS version or CMTS vendor. IPDR data is automatically collected from the CMTS and includes usage details of every IP-based service per subscriber. This method of data collection ensures operational efficiency and does not overstrain your hardware. Bandwidth Activity Reporter has a high-performance processing engine that correlates DOCSIS service flow events and transforms IPDR data into key metrics for the reporting platform and third party applications.

Network Intelligence for Increased Revenue

Gain network-wide visibility of per-subscriber service usage to monetize behavior patterns and create marketing campaigns based on real consumption trends. Access key insights into subscriber behavior, find your top users, identify peak congestion times, and use this information to create new revenue streams, such as customized service packages or metered billing policies. This intelligence helps improve subscriber quality of experience, as you can more easily match services to subscriber needs and tailor special promotions if required.

Network Visibility for Capacity Planning

Bandwidth Activity Reporter facilitates a greater understanding of traffic patterns and broadband usage behavior to boost subscriber quality of experience. Leverage

a rich collection of metrics and predefined reports to evaluate subscribers and networks. This level of network intelligence enables informed network traffic management and service quality enhancement. Use IPDR data to visualize CMTS infrastructures and analyze DOCSIS network statistics with comprehensive graphical reports. Network operators can evaluate network assets, capacity, and performance with metrics including CMTS signal quality monitoring, topology reports, and log details to plan for future expansions and reduce network congestion. Upstream and downstream bandwidth consumption statistics are graphically represented to help optimize existing resources.

Centralized IPDR Management

Gain full control of IPDR administration with the convenient, web-based administrator user interface. You can easily set up user roles enabling customized interface views for CSR and network operators, allowing broadband usage intelligence to be viewed simultaneously and easily exported in detailed reports.

High Performance and Scalability

Bandwidth Activity Reporter enhances efficiency and performance by enabling you to collect IPDR streams from millions of devices in a small hardware footprint, resulting in reduced hardware costs, data center rack-space, and power consumption. Bandwidth Activity Reporter is a highly scalable solution that can be used even as your subscriber numbers grow and your operation expands.

WHAT IS IPDR?

Integrated with the CableLabs DOCSIS protocol, Internet Protocol Detail Record (IPDR) is a technology used to collect and record data traffic statistics that are produced on a network. Your CMTS is instructed to collect information about IP-based service usage on a per subscriber basis. IPDR data therefore contains information about every flow inside a CMTS and provides consumption usage information about every subscriber device on your network. It also captures information that directly reflects subscriber service consumption.

To ensure network performance, the information is created and communicated out-of-band. In other words, the CMTS waits until it has spare central processing unit cycles to send data to guarantee that IPDR does not interfere with normal operations.

THE INCOGNITO SOFTWARE PHILOSOPHY

Broadband service providers worldwide use Incognito software products to solve their device provisioning, network intelligence, resource management, and service activation challenges. In addition to helping you increase operational efficiency and monetize IP-based services, Incognito also delivers:

Flexible and Modular Software.

Get software that fits your needs, not the other way around. Our extensive API toolkits ensure that you can easily integrate any Incognito product into your existing systems.

Customer-Centric Solutions.

Be heard. We listen to and take your suggestions seriously. That's why 80% of new product features are a direct result of customer feedback.

24/7 Support.

Access us 24/7. Our support team is here to help and always available to answer your questions. You are our number one priority.