

## Services to Enhance Service Provider Analytics Value Propositions

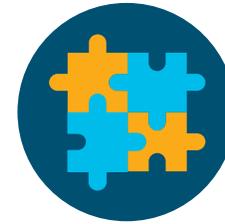
# Gain Insight to Shape the Future of Your Business



**Your Needs**



**Benefits Overview**



**Solution Overview**



**Summary**

## Your Needs

Is your data working hard enough to give you real business advantage?

### Harnessing your data to provide strategic and operational insights

What is your data doing for you? It should be giving you insights that you can use to enhance user experience, streamline your operation, and make timely, reality-based business decisions. If you are like most companies, then **99.5 percent of the data you gather is doing nothing**, because it's not even being analyzed.

There are various reasons for this:

- Analytics require a rare combination of agile processing at the network edge and scale in the data center.
- Up to 90 percent of assets from data analytics efforts cannot be used because they are in silos.
- Data is massive, messy, and everywhere.

Business leaders accept that this needs to change: 89 percent believe companies that do not adopt a data and analytics strategy in the next year risk losing market share and momentum.

If you want to overcome this wasted opportunity, and gain genuine business advantages, what's the best way to go about it? There are a bewildering number of big data technologies, and combining multiple technologies into an end-to-end solution can be extremely complex and time-consuming.

What's more, the increasing complexity of new systems, often in combination with your legacy solutions, means collecting that data in the first place and making sense of it is becoming more of a challenge. Because data often resides in different, unrelated silos, it's difficult to combine it all in a way that paints a truly global picture that can provide meaningful insights. It's also a challenge to split information out of the data lake into different perspectives, to identify the trends for different groups such as end users or employees.



# Benefits Overview

## Cisco Services Provider Analytics Services have made a positive difference to businesses including:

The Advanced Services team brings together best-of-breed Cisco solutions, third-party, and custom-built applications on big-data infrastructures, coupled with domain and software development experts to build and operationalize solutions tailored to address your specific and unique business challenges.

- View data from network, services, and customer perspectives to help change behavior, capture opportunities, respond to threats, and **improve your business**
- Make all data available and useful by bringing it all together into a **unified view**, no matter where it lives
- Take data-based actions, realize outcomes, and **monetize network investments**
- **Consolidate data** split into different silos
- Achieve end-to-end **network visibility**

Cisco's Service Provider Analytics Services portfolio enables service assurance, revenue assurance, customer experience management, and data monetization solutions for multi-domain, multi-vendor environments.

## Cisco Analytics Services in Action

### AT&T Mexico

Mobile providers spend money on marketing research to understand the customer experience on their network, but most information is sampled and may not reflect real-time experience.

AT&T Mexico wanted to go a step further and deployed a complex customer experience management platform from Cisco and other vendors. Cisco provided insights into end-to-end service quality, including customer-specific quality of experience.

The AT&T Mexico solution is designed to help improve key customer experience indicators, retain customers, and increase top and bottom-line revenues. According to AT&T, Cisco Analytics Services has had a positive impact on 40 percent of the subscriber base across voice, SMS, and data services since its inception.

### Two U.S. Triple-Play Providers

Cisco Service Provider Analytics Services helped enrich upstream applications, improving detection and resolution of fault and performance alerts in 60 percent of cases. The primary use case is custom queries across network data sets, in support of network operations and planning.

### A Major American Wireless and Internet Provider

The Cisco team helped reduce operational expenses down to 25 percent, thanks to automation of fault remediation workflows.

### A Major European Service Provider

Processed huge amounts of data providing real-time analytics-based insight across virtual and physical infrastructure and services for pro-active network monitoring and SLA. Upstream integration with OSS/BSS platform.



# Analytics Services Overview

## Analytics that makes business sense

Cisco Service Provider Analytics Services give you full access to the data you collect, and helps provide valuable insight to propel your business forward. And because no one size of solution fits all, any deployment takes full account of your organization's unique structure and needs.

**Digital transformation and revenue growth are key operational and business objectives. We can help you achieve your outcomes and overcome the challenges to implementing automation and analytics within, but not limited to:**

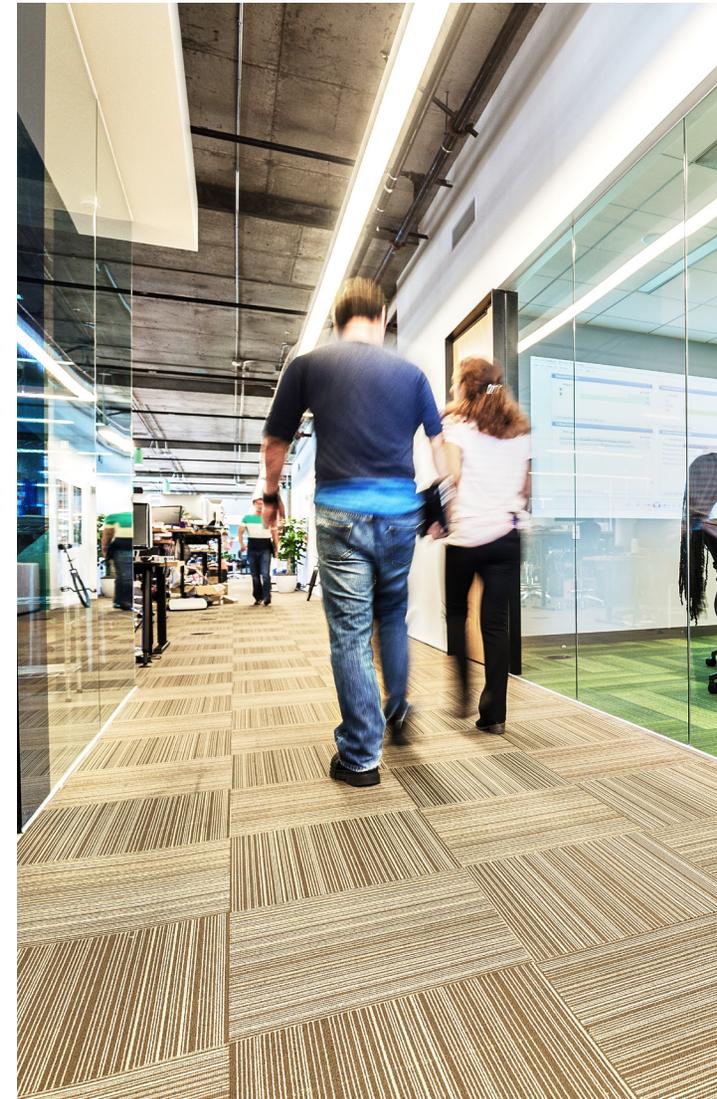
- Fault management and performance management
- Service quality analytics and customer experience
- Self-optimizing and self-healing networks
- Network traffic management
- Automated troubleshooting
- Revenue Assurance
- Customer Experience Management

- Data Monetization
- Network Operations Health Checks, Compliance, Remediation

The solutions that we deploy process large volumes of data from network elements, data planes. We then enrich it with information from business support systems.

Solutions are deployed primarily on your premises, so your business can enjoy the benefits of a shared data lake, plus proximity to all devices for easier collection and closed-loop automation purposes. The production rollout requires different components depending on your needs, and may include:

- Open-source big-data and analytics platforms
- Third-party solution integrations
- Automation and orchestration solutions
- Machine learning, predictive, and other advanced analytics
- Closed-loop remediation solutions



# Call to Action

## Make your data work for you

You know that your company needs insights into its data to improve your customers' experience and provide actionable commercial intelligence. Cisco Service Provider Analytics Services can help you achieve that, more quickly and securely than you thought possible.

For more information on how, please visit [www.cisco.com/go/analyticservices](http://www.cisco.com/go/analyticservices)

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# Summary

## The Service Provider Journey

### What you need to do:

- Mitigate risk when migrating to new technologies and responding to the increase in security threats
- Improve efficiencies by decreasing operational costs
- Accelerate growth by identifying new revenue streams
- Increase speed to market with new services
- Gain end-to-end operational and business visibility through Advanced Analytics-enabled environments

### What domains do you need to do it in:

- Data monetization
- Customer experience
- Revenue assurance
- Service assurance

### How you're going to do it:

- Transform the customer experience
- Transform the architecture
- Transform the business

### What needs to happen to your network:

- Simplification
- Virtualization
- Automation
- Self-Driving

### Why Cisco?

Cisco has a unique approach to service provider services, which encompasses and leverages mass-scale networking. We're access agnostic and use virtualization with API openness as well as employing automation and orchestration. This methodology is complemented by a full range of Professional, Advisory, Implementation, Training, Optimization, Managed, and Technical Services.

We know the network and our products better than anyone. And, we have the experience and track record it takes to deploy products and solutions effectively and to integrate them into your network.

Cisco can call on the expertise of more than 12,000 engineers and technicians, including more than 2,500 CCIEs. In addition, we manage more than 100,000 devices for customers in 75 countries.

We use proven methodologies and best practices derived from our experience with service providers all over the world supporting complex networks for over 30 years. That depth and breadth of experience with other service providers is unique, and we can put it to work for you. You'll be in safe hands.