Cisco Mobility Unified Reporting Analytics System

Benefits

- Gather and analyze valuable network, subscriber, and application data
- Apply real-time analytics to uncover business, network optimization, and customer experience opportunities
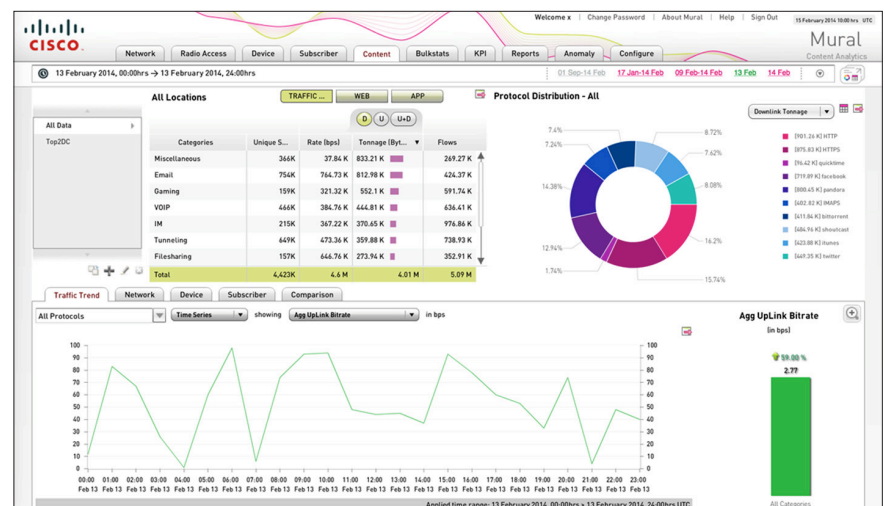- Scale the solution to handle big data environments

Since the introduction of Apple iPhone on the AT&T mobile network in 2007, mobile data traffic has skyrocketed. Reports by AT&T at that time stated that mobile data traffic had increased on their mobile network by more than 5,000 percent by late 2008. This growth was due to the increase in data traffic. No network provider, including AT&T, could build physical infrastructure as fast as people could find new ways to download or stream extraordinary amounts of data.

Mobile operators globally have generally lacked the proper visibility into their network data patterns. Such visibility would allow operators to shift from reacting to customer network complaints to better prediction and improvement of business outcomes and performance. This intelligence is based on greater visibility into historical data, structural and descriptive metadata, and real-time data in motion.

Mobile operators have access to a tremendous amount of valuable data - phone numbers, service histories, location, device type, applications used, and more. Gathering and applying this data to uncover new business opportunities, optimize network resources, and enhance the customer experience, however, has been a complex challenge. Until the availability of the Cisco® Mobility Unified Reporting Analytics System.

Cisco Services

Services from Cisco and our partners help you get the most value from your Cisco Mobility Unified Reporting Analytics System solution. Quickly and cost-effectively.

Our Services team can help you solidify your vision. Create a strategy, roadmap, and scalable design. Migrate smoothly. Simplify your architecture and operations. And strengthen your team by sharing what we know.

We deliver award-winning services with a history of market-changing innovation, including software-enabled smart services built through more than 30 years of industry leadership in addition to globally recognized expertise in engineering IP next-generation network solutions and managing large system and network integration projects.

Next Steps

To find out more about Cisco Mobility Unified Reporting Analytics Solution and other mobile solutions, visit www.cisco.com/go/mobile.

To learn more about using Cisco Services to install and help manage your Cisco Mobility Unified Reporting Analytics System network solution go to www.cisco.com/go/spservices.

Cisco Mobility Unified Reporting Analytics System

Cisco Mobility Unified Reporting Analytics System (MURAL) is a scalable, streaming analytics solution integrated with the Cisco ASR 5000 Series. Deployed by operators globally, the Mobility Unified Reporting Analytics System is a unified platform that correlates, fuses, and analyzes streaming and stored network, subscriber, and application data with the performance of the gateway. The result is real-time analytics that help you make better decisions for new service opportunities, more efficient operations, and improved customer experience.

Operational Intelligence for Better Quality and Timely Decision Making

Mobility Unified Reporting Analytics System Key Features

The software solution collects detailed flow, HTTP, and VoIP data generated by deep packet inspection (DPI) within Cisco StarOS Software in the Gateway GPRS Support Node (GGSN) and the Packet Data Network Gateway (PGW). Reports include:

- Multiple views of subscriber, device, application, and network analytics data
- Visualization of mobile network-specific information such as device type, radio access types, and access points
- Graphical and tabular presentation of volume, throughput, flows, and unique subscribers for protocols up to Layer 7 and of volume, hits, and subscribers for HTTP hosts
- Creation of key performance indicators (KPIs), including alarms based on thresholds, with a built-in editor to create formulas for any combination of counters

Mobility Unified Reporting Analytics System Use Case Examples

- **Network information** including location and node summary, bit-rate summary, traffic trends, top applications, and device summary
- **Radio technology information** including radio access summary, device trends, traffic trends, application usage, mobile device information
- **Mobile device information** including device class summary, device summary, service characteristics, traffic trends, application usage, regional geographic trends
- **Detailed user information** including user segmentation, top devices, services characteristics, traffic trends, application usage, top data users
- **Top application usage** including application usage summary, top service providers, URL classification, search information, regional usage