

# No More Flying Blind

***Tellabs' new Insight Analytics Services helps mobile operators identify revenue opportunities.***

By M.J. Richter



*By analyzing network traffic, mobile operators get deeper insights into user trends. That analysis enables new service offerings to drive additional revenue.*

***When it comes to collecting and managing information to run their networks efficiently, operators were basically out of luck. The few tools they had offered limited capabilities at best. The spreadsheet approach, for example, is often rife with errors, doesn't allow for data storage or queries and isn't repeatable across the operator's entire organization.***

Responding to operators' growing need for "actionable intelligence," Tellabs recently launched Tellabs® Insight Analytics<sup>SM</sup> Services. The solution features 3 major components: Customer Experience Management, Network Analytics and Marketing Analytics.

Tellabs Insight Analytics Services proactively pulls intelligence from multiple vendors' network elements and back-office systems. Experts then analyze the data to produce reports customized for different users within the operator's organization. For example, the engineering team might receive reports about capacity trends. Meanwhile, marketing might choose reports about the popularity of certain smartphone applications.

"Tellabs Insight Analytics Services provides enterprise analytics, which provides actionable intelligence for the service provider. This is different from the integrated real-time analytics that content-aware technology, for example, performs within a single network element," said Scott Forbes,

Tellabs director of professional services. "Real-time integrated analytics are useful for predefined cases but to deal with the large number of undefined scenarios, an enterprise analytics solution gives you the flexibility to investigate, understand and take action based on what is happening in your network."

Integrated real-time analytics typically is a feature pack that lets the operator's engineering team enforce policies. By comparison, enterprise analytics enables operators to apply models to historical data and then assign probabilities to those models. "That helps operators predict what they're likely to experience in a given situation, such as churn levels," Forbes said.

Until now, the myriad network data sources typically didn't exist in a single analytics platform. And even when they did, the algorithms necessary to correlate these disparate data sets from different parts of the network and different vendors still had to be custom-written.

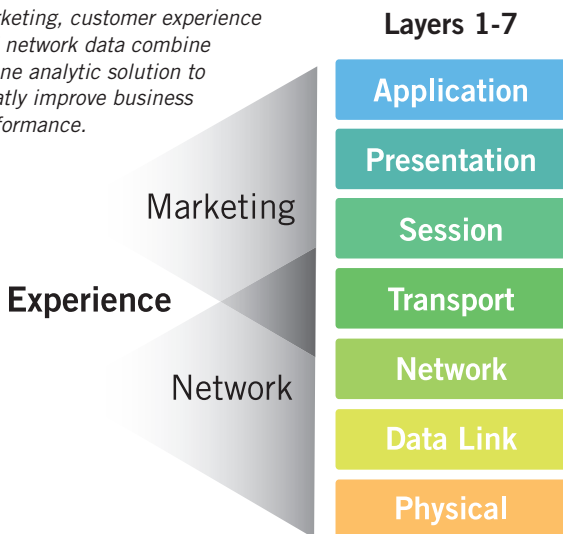
"That's part of Tellabs Insight Analytics Services," Forbes said. "We write the algorithms, feed the data into our platform and then apply the algorithms. The results are unique views presented in reports that incorporate historical views and trend analyses."

Competing services merely take a reporting capability and render it from the EMS. The drawback to that approach: The EMS is designed only to provision, monitor and manage the network, not to pull in multiple data sets.

"The EMS also doesn't have the analytics capability or the scalability required to deal with the data, store it for long periods of time and then mine it," Forbes said. "This approach basically shovels data to the operator, instead of providing actionable insights about that data.

"So if you really want to get a lot of insight as to what's going on with your network – including what's going on with your users and how you're going to benefit from that at a value-proposition level – you need an analytics platform." ■

*Marketing, customer experience and network data combine in one analytic solution to greatly improve business performance.*



**EMS:** Element Management System