



## Delivering efficiencies through end-to-end network service assurance

In a saturated marketplace with increasing competition and regulatory pressures, CSP's are no longer reaping the same rewards from voice previously seen over the past two decades. To drive profitability, they have now turned their attention to improved data packages, systems consolidation and new services such as VoLTE, voice over Wi-Fi and quad-play offerings. And to successfully deliver and manage these, the network is key.



### **Decrease time to market of new services with end-to-end network visibility**

Zen service assurance software offers a next generation approach to managing the network, giving complete end-to-end visibility across radio, transmission and core, alongside fixed line and the IP multimedia subsystem. This end-to-end visibility is fundamental to the successful launch and management of new, profitable services.



### **Gain actionable insights from big data with business focused information streams**

Zen collects and mediates data from any vendor, any technology and any domain. Zen's market leading visualisation puts big data in the hands of hundreds of users, and makes it simple to understand with comprehensive reports and responsive dashboards, available in real-time.



### **Improve operational efficiencies with predictive analytics and automation**

With each new service and each new subscriber comes greater data volumes. Zen's patented correlation engine has been designed to respond to these volumes by offering automated alarm reduction, intelligent root cause analysis, alarm prioritisation and predictive network analytics.

### **Who can use Zen?**

- Service operations
- Network operations
- Network optimisation
- E2E network quality
- Planning
- Customer care
- Executive management

### **Zen Use Cases**

- Software consolidation
- Quad-play & converged
- Self-discovering network topology
- CEM
- Small cells
- VoLTE
- Voice over Wi-Fi

# Advanced big data analytics in the hands of hundreds of users

## Interactive dashboards

Zen's interactive dashboards allow users to drill down through multiple levels of data to rapidly identify problematic network components.

In this example the user has identified an unusually high dropped call rate, drilled down to the highest offending NodeB, and then identified the faulty cell in just three easy clicks.



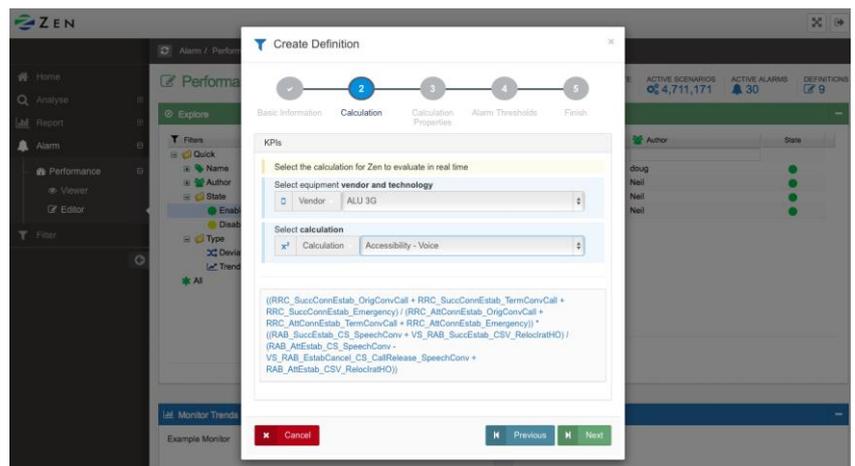
## Responsive mapping capabilities

Zen's mapping functionality allows users to easily see a target geographical location, and gain insights about network performance, network faults and customer experience.

- Data layering functionally to correlate geographical trends.
- Smart location search based on location name or postcode.
- 1 click drill down into highlighted cell locations.

## User defined real-time alerting

New to Zen 5.1, users now have the ability to build their own custom performance alarms directly within Zen, which can then automatically trigger outbound actions such as an email alert, remedial action on the network or an interaction to another OSS system. Alarms can highlight data peaks and troughs, degradation trends and deviations from the norm.



## Start something

Get in touch to arrange a demo of Zen and see how it can benefit your business today.

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