



## Quad-Play Management

A complete view of all services from just one application

Zen is an end-to-end network analytics platform, which enables service assurance of 'the fantastic four' from one centralised application.



Collecting data from mobile, fixed line telephony, broadband and TV, Zen enables multiple business units to analyse the performance of the entire network from one, cost effective solution.

### **Correlate network faults, network performance & customer experience**

CSPs can easily correlate their fault, performance and customer experience data within Zen. This enables root cause analysis, service impact analysis and customer impact analysis, without the hassle of dipping in and out of multiple tools, and manually correlating data.

### **Understand the customer experience across all four services**

CEM departments and customer care teams can easily see what services each customer subscribes to, the performance delivered and any customer complaints.

### **Easily identify upsell opportunities**

Sales and marketing teams can use Zen to identify customer upsell opportunities, from a simple handset upgrade to a completely new, multi-service package.

## Key Benefits

### → **Visibility of all services**

Complete visibility of all multi-play services from one centralised application.

### → **Cross domain data correlation**

The functionality to correlate fault, performance and customer data, enabling RCA and impact analysis.

### → **Multiple user groups**

Dashboards and reports to support numerous users across the business:

- NOC/SOC
- Network Optimisation
- Network Planning
- Customer Care

### → **Automated reporting & alerting**

Automated reporting and alerting via SMS and email – ideal for management reporting and SLA breaches.

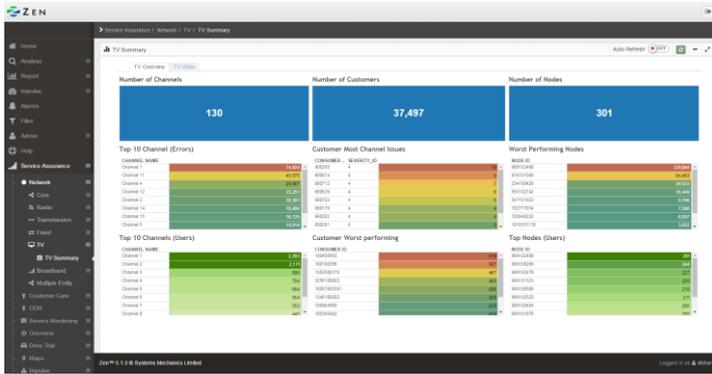
### → **Upsell opportunity identification**

Sales & marketing teams can identify upsell opportunities utilising the customer and network data:

- Device upgrades
- New multi-service packages
- Small cell deployment at home

# Zen in Action – Quad-play dashboards

There are endless reports and dashboards which can be developed to visualise big data across all quad-play services. Take a look at a handful of examples below, spanning TV, Broadband, Mobile and fixed line telephony.



**Live TV Status Dashboard**

Compare TV performance statistics with TV customer complaints to understand the impact on customer experience.



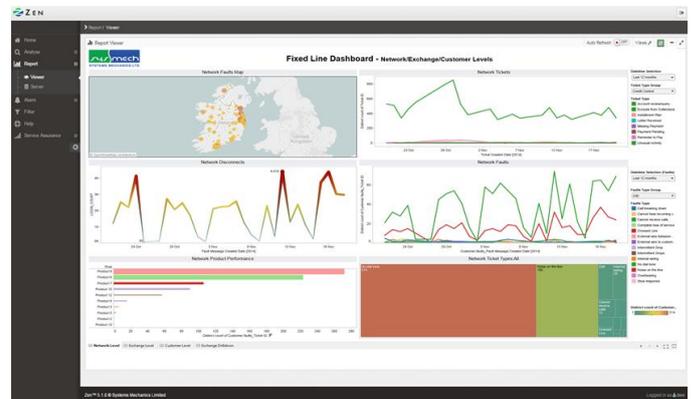
**Broadband Performance Dashboard**

Tier 1 operators can easily see which ISPs deliver the best and worst broadband service.



**Mobile LTE Status Dashboard**

CSP can see the status of each network domain, network faults, key performance metrics and relevant customer complains across all network domains.



**Fixed Line Telephony Dashboard**

The fixed telephony dashboard gives operators visibility of network, exchange and customer data from one single screen, Users can then drill down into each area for more detail.

## See Zen in Action

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

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