

## eoPath Device

Managing device complexity with device centric service intelligence

### Introduction

New device models and types of devices are hitting the market with an accelerating pace. Not only is the number of different models and the diversity in the type models exploding, the devices themselves are becoming more open, putting mobile operators and service providers under increased operational pressure. Never before has it been more important to be able to evaluate the network and service performance from a device and user perspective.

As the users' service perception is the sum of often very complex value chains, including access networks, core networks, service delivery platforms, and partner components, it is not enough to optimize the central network components to perfection without considering the device aspect. No chain is stronger than its weakest link, and under-performing devices not only degrade the service experience, but can in fact impact the performance of the access network in general.

eoPath Device helps mobile operators and service providers to adopt a device and user centric view on its operation. Providing answers to central questions about the service performance and usage profile across different device models, and insight into what devices the subscriber population actually uses, eoPath Device is a vital business application for a wide range of users, including: Marketing, Customer Operations, Service Quality, and Network Operations.



### Key Benefits

- Increase customer satisfaction by faster resolution of device related issues
- Optimize branded handset portfolio by analyzing device / revenue relation
- Decrease time-to-market of new service launches by analyzing who has devices that support the new service
- Increase data service revenue by detecting and solving handset misconfiguration

### Features

- Device centric service intelligence provides marketing and product management with important intelligence on service usage per device type
- Pinpoints specific service –device interoperability issues and enables proactive resolution
- Provides vital intelligence for device vendor management
- Enables monitoring of ALL devices in the network, not only the ones defined in possible device management systems

### Device centric service intelligence

eoPath Device provides a unique device centric view of users' service experience and usage profile. Through its analytical reports, the application allows service quality and network operation personnel to analyze e.g. performance, firmware version, usage patterns, most profitable device models and device popularity etc.

### Features

#### Which devices are the most popular?

eoPath provides general intelligence about the device population used by both own users and roaming users. This enables Marketing and Product Management to get an understanding of what devices that users actually use.

#### Improve your troubleshooting process

eoPath Device provides important support during troubleshooting activities and customer complaint management, where it is central to know what device a user has been using, to be able to understand the root-cause of a particular problem.

#### Ensure an up-to-date device population

eoPath enables you to detect which firmware versions are providing the desired performance and which ones to avoid. This allows you to push handset configuration and firmware version updates to your customers and directly improve the customer experience.

#### Increase your service intelligence

eoPath provides valuable intelligence about the service usage across different device models for marketing and product management personnel. The application can be used to identify whether specific devices drives particular service usages or causing problems, which constitutes important information to the business analytical process.

#### Device vendor management

With detailed performance information about your device population, you are able to manage your vendors mores effectively.

### Summary

eoPath Device helps service providers and operators manage the ever increasing device complexity. Providing device oriented service intelligence it enables analysis of the service performance and service usage from a device perspective. Hence it provides valuable intelligence on which devices drive the usage of different services, as well as enabling proactive management of device-service interoperability issues, resulting in a better service experience by the end-users.

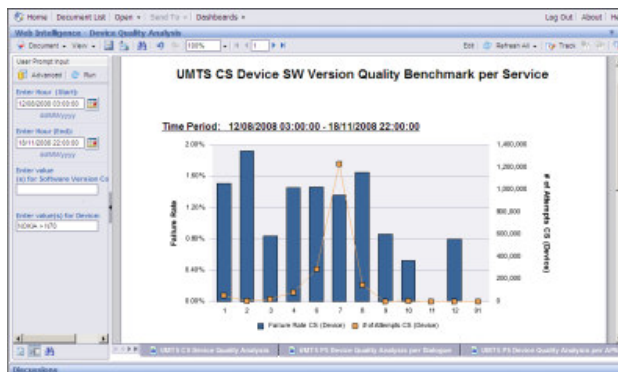


Figure 1: Easy detection of under-performing devices or SW builds causing service failures



Figure 2: Intelligence about what devices your customers actually are using

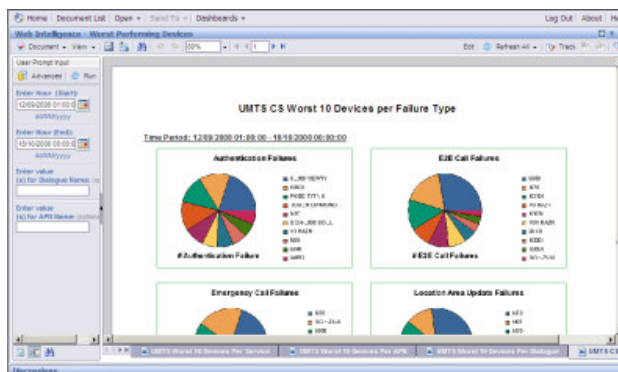


Figure 3: Detect the worst performing devices per failure type