augura
by optare solutions

QoE
OPTIMIZATION

Measure and optimize QoE
perceived by your customers

BENEFITS

IMPROVE CUSTOMER SATISFACTION & REDUCE CHURN

Using QoE **knowledge and underlying analytics** processes to optimize the QoE, taking corrective and preventive actions.

REDUCE OPEX & CAPEX

Using the information obtained-to automate actions to speed up **service quality control**, improvement or restoration, therefore reducing OPEX.

Using the insights to prioritize CAPEX, acting over the technical parameters that impact QoE perceived by the customers.
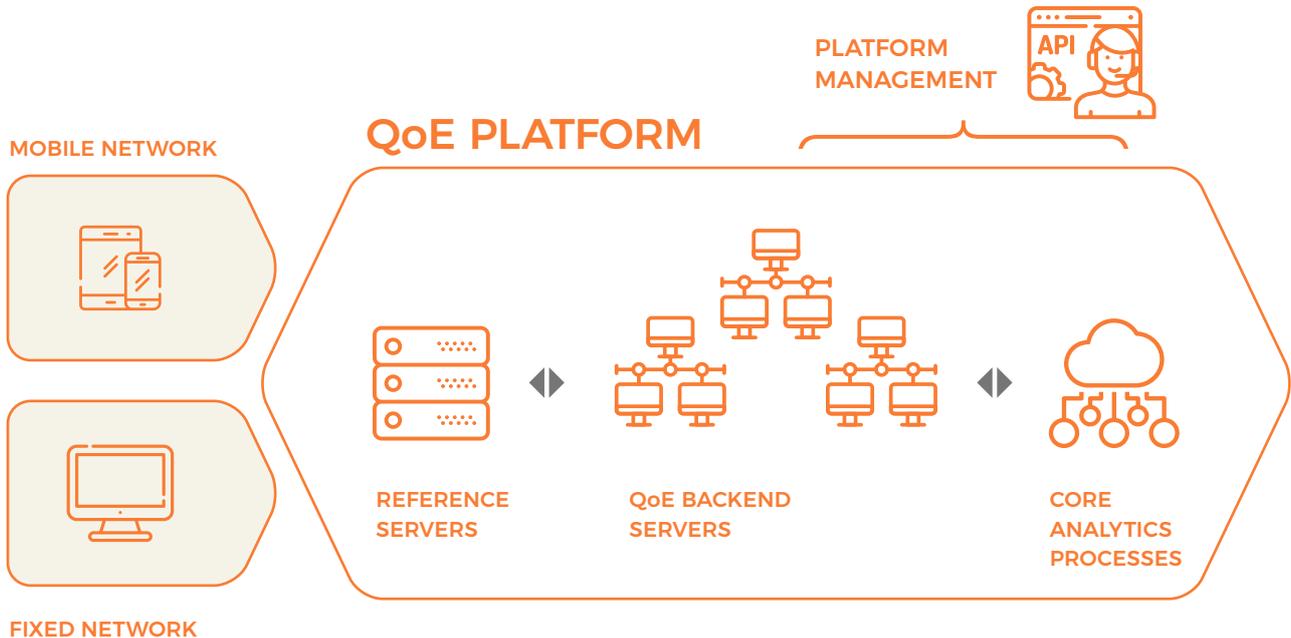
IMPROVE ROI OF MARKETING CAMPAIGNS

Real time information available about the customers to enhance **customer relationships** (customer care, marketing campaigns, churn prediction...)

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HOW IT WORKS

To obtain the QoE metrics, Optare QoE optimization installs software agents on the customers' end devices (smartphones, set top boxes, computers...).

PLATFORM MANAGEMENT

QoE PLATFORM

MOBILE NETWORK

FIXED NETWORK

REFERENCE SERVERS

QoE BACKEND SERVERS

CORE ANALYTICS PROCESSES

In the backend of the platform, the user configures the metrics, diagnostics and measurements to be executed to customize each test and define real use case (VoIP, web browsing, video streaming, online gaming....). Metrics can be executed on demand or on a scheduled basis. Use Augura (data analytics platform) over the data retrieved by devices, B/OSS systems and other network elements to deliver new insights to improve and maintain the services

UNIQUE FEATURES

With QoE optimization you will get some unique features for business improvement based on QoE perceived by your customers

END TO END METRICS
E2E metrics on most interesting services for the operator (VoIP, video streaming, gaming...) and capability to add new services and metrics

CUSTOMER CLUSTERIZATION
Characterization of customers based on services usage, QoE obtained to be added to CRM

DEVICE INVENTORY
Inventory with information on all devices with installed agents, remote management of metrics and diagnostics.

TARGETED ALARM MANAGEMENT
Create, modify or erase real-time or predictive alarms with any filter, and the actions to be executed on other systems.

REAL TIME MONITORING & REPORTING
Follow through platform dashboards evolution of alarms, metrics, configurations & diagnostics in real time.

API EXPOSURE
REST API exposure to easy integration with other systems for automation and access to QoE values.