

 MOZARK

Connected Device Care

CONNECTED EXPERIENCE PLATFORM

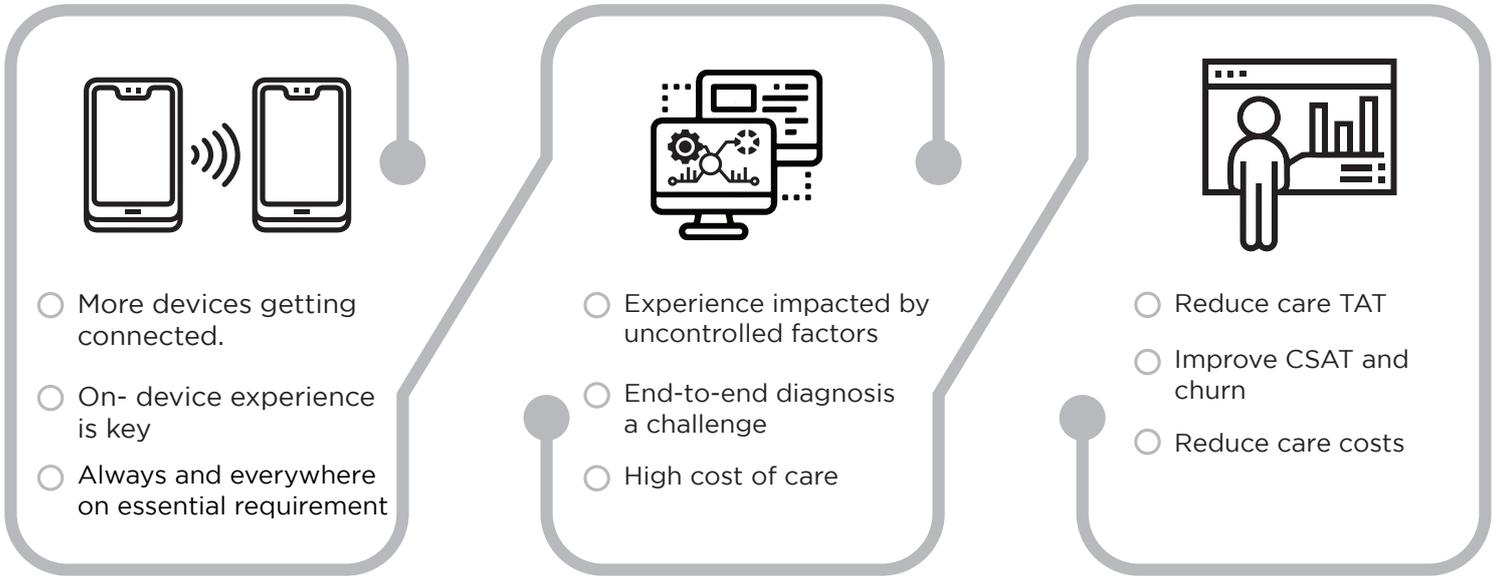
 AQUAMARK

CONNECTED DEVICE CARE

CONNECTED EXPERIENCE PLATFORM

CONTEXT

Enhance your customer experience while also lowering care costs



INTRODUCTION

AQUAMARK is industry's first connected experience platform to diagnose, monitor, and improve on-device experience. We have an innovative methodology for measuring QoE on devices that provides:

Unified View Of On-device Experience

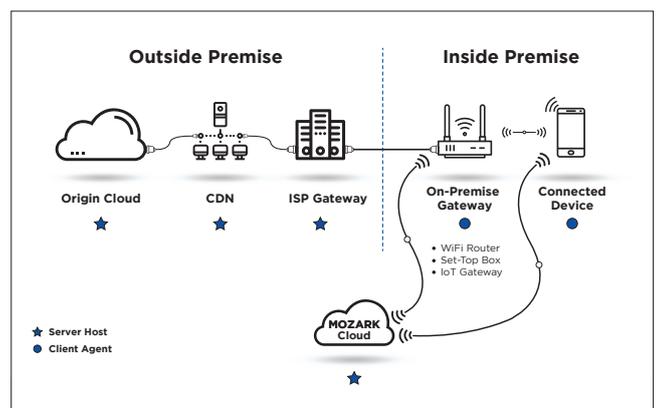
- KPIs are aggregated into simple to understand Customer experience index (CEI)
- Group all devices/CPEs by home to get a unified on-device experience view
- NOC like monitoring of devices/CPEs
- Diagnose device, network, CDN/Cloud or app issues through a single pane

In-depth Diagnostics: End-to-End care solution

- Support for TR369, deep packet inspection on device and logcat data collection
- Over 100+ KPIs provided to identify root cause analysis
- Analyze flash test data or data gathered over time
- KPIs cover all network layers (IP to HTTP)

Automated alerts and actions

- Compare customer data against population to identify isolated issues
- Generate alerts when aggregate KPIs breach thresholds

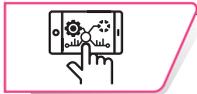


FEATURES



ONE AGENT

- TR369, logcat and network deep packet inspect (DPI) integrated into one agent
- Low CPU/Memory footprint



SELF-CARE

- Collect data on an on-going basis so that issues can be self-detected
- Leverage above analyses to make the self care “smarter”
- Integrated active tests into your customer complaint workflow



REMOTE-SUPPORT

- Reduce field visits by ensuring all data is available to the NOC / Service desk
- Remotely take actions on device or alert your ACS for action



SCREEN CONTROL

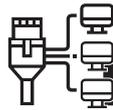
- Control the screen remotely for troubleshooting
- Guide the user through the actions through parallel UI operation

USE CASES



IPTV

- Diagnose device, network, CDN issues using one system
- Reduce field visits and hence cost
- Improve TAT of customer complaint resolution
- Proactively take actions at an aggregate or per customer level
- Improve customer satisfaction and reduce churn



ISPs

- Provide care for any of the managed CPEs (e.g. router, OTN) or an IoT gateway using the same agent
- Identify mis-behaving devices connected to the IoT gateway
- Identify root cause of issues whether on device, network, CDN/Cloud or app



OEMs

- Test your devices for network performance before they are launched in the market
- Ensure your devices work across varying network conditions
- Optimize your network calls between device & cloud so as to reduce battery consumption and better on-device experience

COMPARISON

Metric	TR369 Device Care	Network care	AQUAMARK
Device diagnostics	✓	✗	✓
Network diagnostics	✗	✓	✓
Application diagnostics	✗	✗	✓
One agent	✗	✗	✓
CDN diagnostics	✗	✗	✓
Remote screen control	✗	✗	✓