



NETSCOUT MEETS THE GEOMARKETING PRECISION THRESHOLD WITH AI/ MACHINE LEARNING!

With NETSCOUT:

- Model learns on 1% 3GPP based Minimize Drive Test (MDT) calls
- Model predicts 99% non-MDT calls
- Lower latency feed than passive algorithms
- 50% accuracy improvement over traditional methods

Reach Revenue Goals With GeoMarketing



Communication Service Providers (CSPs) face revenue growth challenges, including declining Average Revenue Per Unit (ARPU). GeoMarketing from NETSCOUT® provides a way to meet these challenges.

Our GeoMarketing using the Omnis® RAN Machine Learning Precision Module utilizes new algorithms and Artificial Intelligence/Machine Learning (AI/ML) to significantly enhance subscriber geolocation accuracy with 50% greater precision, including indoors. It provides opportunities to increase top-line revenue through subscriber location-based services that can increase ARPU without the need for Global Positioning Signal (GPS).

Current GeoMarketing Challenges

Current geomarketing methods in the market lack operational feasibility and/or precision including large errors in dense urban areas, no indoor coverage, and higher latency.

Over The Top (OTT) GPS and Passive Geolocation each have their downsides:

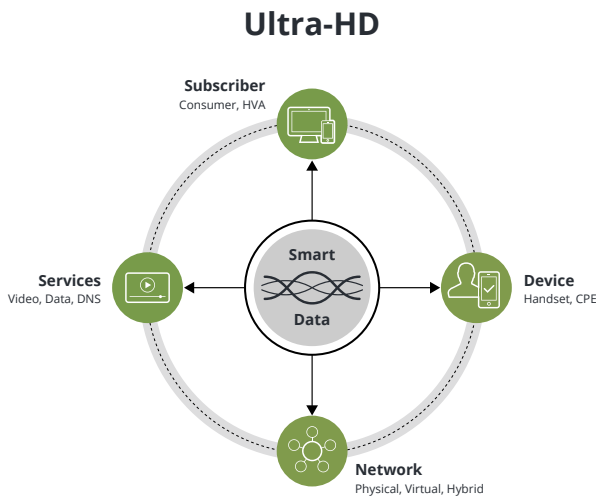
 OTT GPS	 Current Passive Geolocation
<ul style="list-style-type: none"> • Low Battery Life • Subscribers' privacy (most turn GPS off) • Large errors in dense urban • No indoors coverage (70% calls are indoors!) 	<ul style="list-style-type: none"> • Configuration (NW Element Table) errors rendering large location errors • NEW and UE RF parameters have many errors and biases • Higher latency due to 'weighting' past sessions to smooth movements



Powered by Smart Data

NETSCOUT's technology takes large volumes of network data from multiple sources and delivers Smart Data that is well-structured and available in real-time, providing end-to-end pervasive visibility across the entire network. Smart Data delivers superior analytics –intelligently and efficiently analyzes all of the data, providing contextual analysis of your network and application performance.

Smart Data is a green technology that determines the best way to process, store, and retrieve data, guaranteeing that the InfiniStreamNG® Smart Data Platform makes the most efficient use of compute and storage resources, and reduces Total Cost of Ownership (TCO). All of this delivered with reduced middleware, a smaller footprint, and less power consumption.



Mobile Operator Monetization Opportunities

Lean on NETSCOUT for precision and experience. We have provided Business and Marketing teams around the world with successful Location-Based Services (LBS). These carriers are taking advantage of insights and monetization opportunities that include tourism, government, finance, marketing, and advertising.

How do CSPs analyze their data and discover intelligent and timely insights into their subscribers, services, networks, and applications? With the modernly designed nGenius® Business Analytics, utilizing the InfiniStreamNG Smart Data Platform, CSPs gain an elastic analytics solution designed to process large volumes of data and derive real-time, actionable insights.



LEARN MORE

Reach revenue goals with NETSCOUT's GeoMarketing!

www.netscout.com/solutions/geomarketing



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