



Tiered Services and QoE Management for Fixed Broadband ISPs

Use Case / Solution Overview

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Solution Overview: Tiered Services and QoE

Management for Fixed Broadband ISPs

The Use Case

Tiered Services and Quality of Experience (QoE) Management for Fixed Broadband CSPs/ISPs

Value Proposition

The SmartTraffic QoE Management solution empowers communication service providers (CSPs) to efficiently manage network congestion, prioritize services and applications, enforce fair usage policies, and leverage detailed analytics for operational insights. This results in enhanced subscriber satisfaction through improved quality of experience, significant cost reductions by optimizing bandwidth utilization and deferring infrastructure upgrades, and unparalleled scalability to support future growth. Deployed at the network's core, it ensures reliability and performance, making it a comprehensive solution for today's dynamic digital landscape.

Problem Statement

Fixed CSPs face challenges in managing network congestion, ensuring fair usage, and maintaining high QoE for subscribers, particularly during peak usage times. Traditional solutions require significant capital (Capex) and operational expenditure (Opex) without fully addressing subscribers' needs for tiered services.

Solution Description

SmartTraffic QoE Management System offers a comprehensive suite for ISPs/fixed broadband CSPs to manage network congestion, prioritize services/applications, enforce fair usage policies, and gain insights into usage and QoE analytics. By leveraging advanced traffic management and analytics capabilities, CSPs can ensure optimal network performance and subscriber satisfaction with reduced Capex and Opex.

Key Features

- **Congestion Management:** We implement sophisticated congestion management techniques, leveraging Quality of Service (QoS) and prioritization at real-time packet and application levels. This approach ensures each subscriber enjoys seamless experiences with optimal speed and Quality of Experience (QoE), tailored to the minimum bandwidth requirements set by the CSP, even during peak traffic times. Our system dynamically adjusts to maintain performance, guaranteeing efficient and equitable access for all users.
- **Service/Application Prioritization:** Dynamic prioritization of services and applications based on criticality and subscriber plans, enhancing QoE for high-value services.
- **Prioritization between different service tiers:** automatically adjust capacity allocation during congestion time on a per service tier level, continuously maintain tier priority SLA.
- **Fair Usage Plan Enforcement:** Implement fair usage policies with volume metering to ensure equitable access to network resources across subscribers.
- **QoE and Usage Analytics:** These detailed analytics provide insights into network usage patterns, subscriber behavior, and QoE, enabling data-driven decision-making.

Benefits

- **Enhanced Subscriber Satisfaction:** Improved QoE and service differentiation increased subscriber loyalty and reduced churn.
- **Reduced Costs:** Our approach significantly lowers the necessity for immediate infrastructure investments, leading to up to 30% bandwidth savings. This bandwidth requirement reduction minimizes capital expenditures (Capex) and operational expenses (Opex), offering a cost-effective solution for network management.
- **Scalability:** Our solution is designed to scale seamlessly, supporting up to 2 Tbps per Point of Presence (POP) and unlimited capacity across the network, ensuring it efficiently meets the needs of growing subscriber bases and evolving network demands. Deployed at the network's core, it provides a robust framework for expansion, catering to future advancements without compromising performance.
- **Operational Efficiency:** Automate and streamline network management and policy enforcement, reducing operational complexities and Opex.

