

NOVA SensAI

Instantly detect and predict issues to resolve and prevent customer-impacting events

EXFO

Operators need to resolve issues faster

Outages and service degradations mean big revenue loss and customer churn. Determining the business and customer impact of events and outages is critical yet hard to calculate. A priority of network operators is to find the root cause of network issues, determine who's affected and resolve problems before they escalate into even bigger revenue losses and customer churn.

Outages and degradations are steadily increasing

46% ↑
in outages in last 3 years

- Networks continue to virtualize—up to 75% at leading operators
- Over 65% of faults originate in virtualized domains

Outages are hard to resolve

Time spent finding root cause:
41%

- Resolution effort and outage complexity increasing
- Operators need 12 people from multiple teams to determine root cause (on average)

Degradations impact customers more than outages

4X
more churn from degradations than outages

- Customers see degradations as outages
- They are frustrated when they can't get things done

MNOs can't see what customers experience

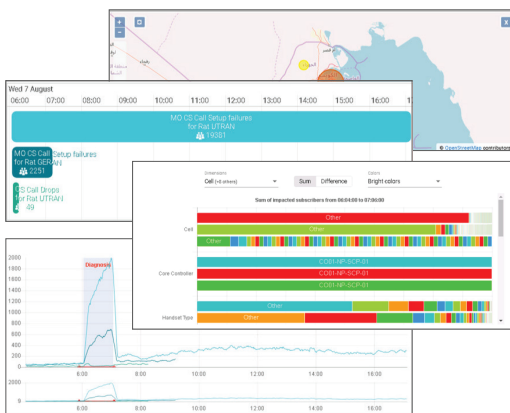
Over **98%**
of customer experience invisible to operators

- Operators rely on customers to identify issues
- As a result, most degradations remain invisible

Reveal the invisible.

Detect and resolve. Predict to prevent.

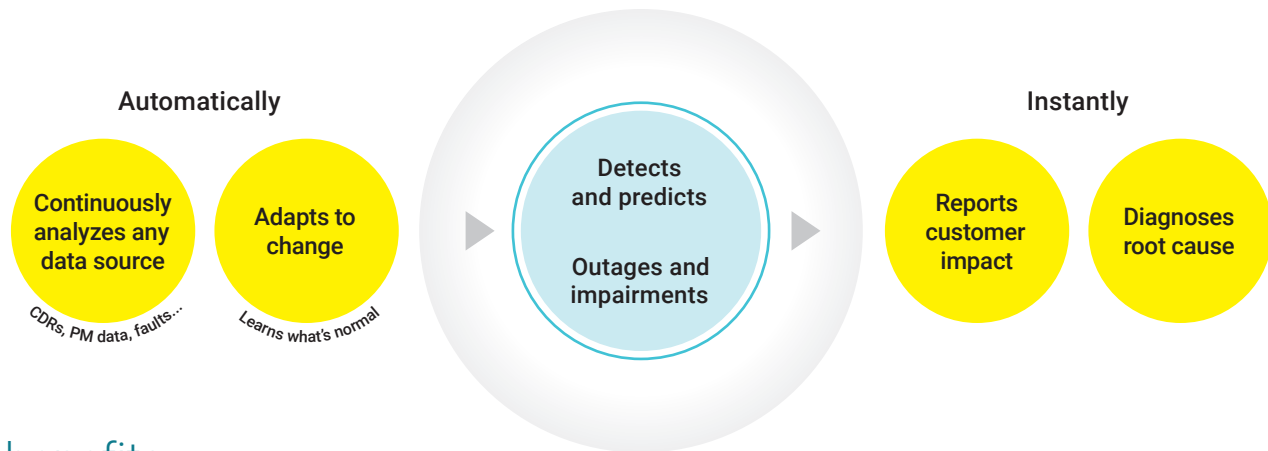
Nova SensAI automatically detects and measures customer-impacting events in real time. It tells you who was impacted, where and for how long. Nova SensAI diagnoses the root cause of issues so they can be rapidly resolved. Plus, it predicts issues to prevent future outages or degradations. More customers will leave your network before they'll report a problem. Keep those customers instead—let Nova SensAI help you reveal what was once invisible.



How does Nova SensAI work?

Nova SensAI uses unsupervised machine learning to determine the impact of subscriber-impacting issues on a network. It continuously monitors data streams from passive, active and performance management platforms and processes this into 'cases' within a real-time experience timeline of events. These events then trigger a series of automatic diagnosis steps that enables the user to determine the root cause of the problem. Operators can better manage troubleshooting operations in the field, prioritizing technician activity based on outage severity. Severity can be determined by such factors as number of customers, customer importance, SLAs or other variables.

 Data is continuously analyzed to deliver a unique, real-time view



Key benefits

- ✓ **Instantly reveals over 98% of the customer experience currently invisible** to existing monitoring systems—and does it in real-time.
- ✓ **Provides insight to drive down churn and improve customer experience and NPS** by improving customer care, return on capital and customer relationship management.
- ✓ **Drastically reduces outage detection, analysis and resolution time.** Cuts MTTD and MTTR of customer impacting events by using automation to quickly make sense of metrics and data that otherwise would be too overwhelming to process manually.
- ✓ Combines **data from both passive and active probes and sensors** to identify where problems are located, and which customers are impacted.
- ✓ **Fosters collaboration with integrated** tools that accelerate information exchange and fault resolution.
- ✓ **Triggers and ranks alarms based on criticality level** and assesses the importance of events in relation to customer impact—operators know which problems to solve first.
- ✓ **Easily integrates with third-party systems** to integrate insight and enable automation.

Did you know...?

- Up to **38% of trouble tickets** are customer reported issues (no alarm raised)
- Only **1% of customers** report network or service outages
- Revenue loss and customer churn represent approx. **25% of outage costs**
- Up to **25%** of network infrastructure today is not monitored
- Critical outages last an **average of 6.7 hours**
- More than half of critical outages require at least **9 people from 3 different operations teams to solve**
- **56% of outage time** is spent identifying the root cause and assessing customer impact

Nova SensAI

- True **customer impact reporting** in seconds
- Openly **ingests & analyzes any data** source
- **Learns what's normal** and adapts to change
- **Extends** with pluggable algorithms

For more information, visit www.EXFO.com/en/NovaSensAI