# YOUR PARTNER IN VIDEO SERVICE QUALITY & CUSTOMER EXPERIENCE

## Agama
### TECHNOLOGIES

Monitoring, assurance & analytics

# A TRUSTED PARTNER SINCE 2004

# WE **HELP** YOU TO...

- Attract and **keep customers**

- Work in a **cost-effective** way

- Shorten **time to detect, analyze and fix** problems

- Improve **customer dialogue**
  - Increase **First-Time-Right**
  - Reduce **Average-Handling-Time**
  - Lowering **STB swaps**

- Increase knowledge about **content usage**

# BY...

- **True end-to-end** capabilities with depth

- Handling **all distribution technologies**

- Configurable **role-based dashboards** across the organization

- **Ensuring** access to own customer data independent of platform – on-premise, private or public cloud and hybrid
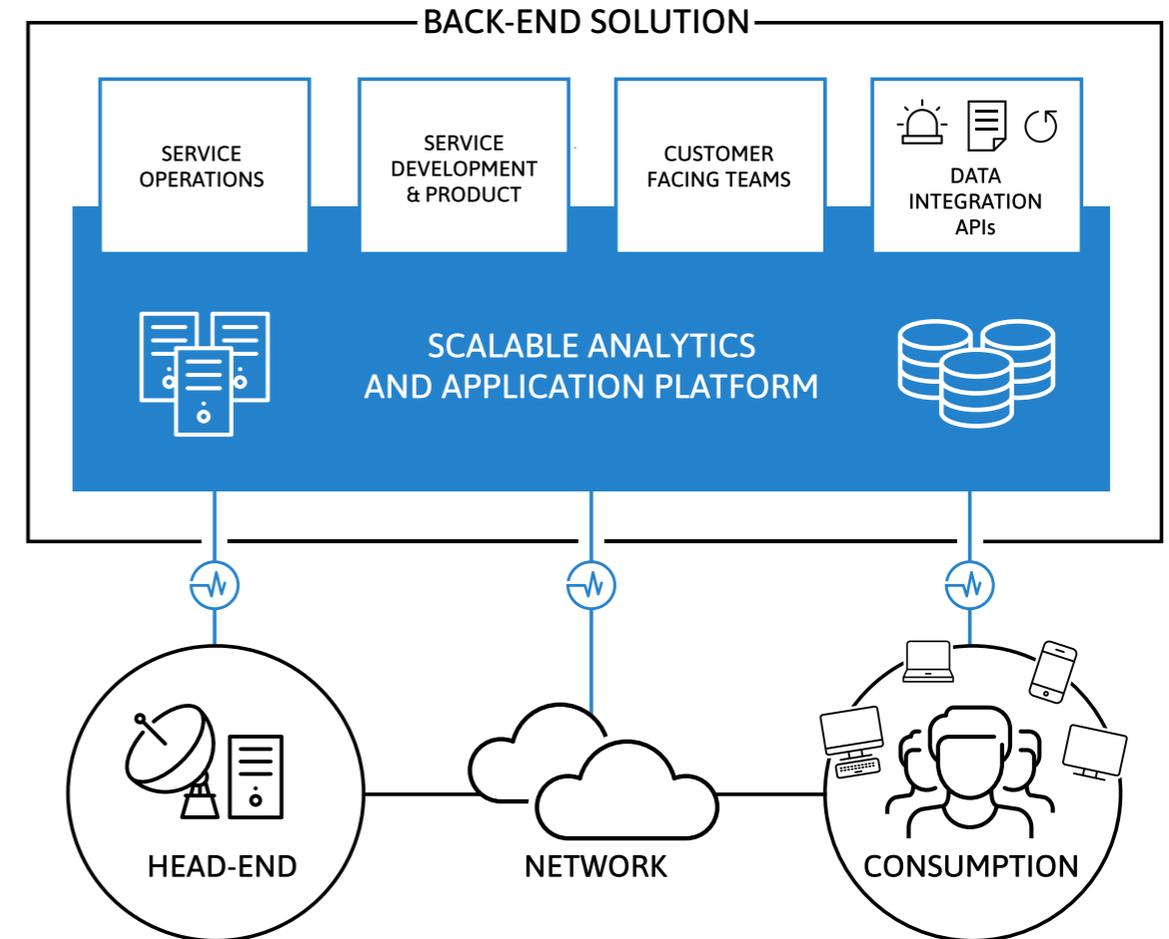
# MARKET OUTLOOK AND TECHNOLOGY EVOLUTION

- **Video driving network capacity growth**

- **OTT services embracing premium live content**

- **Customer owned devices** for video consumption such as Smart TV

- **Customer experience** key

- A drive towards **cloud, containerization and orchestration**

- **AI** applied across technologies and services to automate

# THE AGAMA SOLUTION FOR VIDEO SERVICE PROVIDERS

- **Complete real-time end-to-end insight** into video and app performance – from service creation to individual subscriber

- **A highly scalable platform** for tailored applications and APIs covering many millions of subscribers

- **Critical insights** to multiple parts of the organization

- **Enterprise integration** with role-based applications, customizable dashboards and drill-down capabilities

- **Flexible deployment**: on-premise, private or public cloud and hybrid

OTT • Cable • IPTV • Broadcast



BACK-END SOLUTION

SERVICE OPERATIONS

SERVICE DEVELOPMENT & PRODUCT

CUSTOMER FACING TEAMS

DATA INTEGRATION APIs

SCALABLE ANALYTICS AND APPLICATION PLATFORM

HEAD-END

NETWORK

CONSUMPTION

Agama
TECHNOLOGIES

# OTT

- **A complete end-to-end understanding** of service performance – from HE, across CDNs, to the individual customer

- **Full insight into partners and subcontractor performance**

- **Customer understanding** – understand when, where and how customers are using the service

" *At Sky we are committed to offering our customers high-quality content and the best quality TV experience possible. The Agama solution provides **crucial insights** to improve and ensure our OTT service delivery platform, which supports us in delivering **a high-quality experience and service** to our customers.*

— Vlad Korotkov, Principal Design Lead, Emerging Technologies at Sky

# CABLE

- **A complete end-to-end understanding** of service performance – from HE, across the cable delivery network, to the individual customer, including multiservice

- Optimize **customer experience as well as operational efficiency**

- **Customer understanding** – understand when, where and how customers are using the service

" *The **flexibility, performance and usability** of the Agama system makes it an **essential** component for maintaining an **efficient and high-quality service** for our customers.*

— Tommy Hexeberg, System Manager Broadcast Services at Telenor

# IPTV

- Get **a complete end-to-end understanding** of service performance – from HE, across the IP delivery network, to the individual customer, including multiservice

- Optimize **customer experience as well as operational efficiency**

- **Customer understanding** – when, where and how customers are using the service

" *With the ability to **oversee the entire chain end-to-end** and **independent of technology,** while **keeping ownership of data,** we are now able to **meet our customers' high expectations** on our services consistently for all delivery mechanisms.*

— Robert Bertschinger, Chief Strategy Officer at Netstream

# BROADCAST

- Get **a complete understanding of playout performance** in every step

- Optimize **customer experience as well as operational efficiency**

- Integrate with **customer experience and behavior data** for two-way services

"

*We wanted to provide **deep content level monitoring** on all streams leaving our broadcast centres. There were two main factors in our selection of the Agama solution: a single **end-to-end QoE and QoS monitoring system;** and software **flexibility to allow for future expansion.***

— Vlad Korotkov, Principal Design Lead, Emerging Technologies at Sky

# AGAMA APPLICATION AREAS

- **Head-end** assurance – ensuring high quality and great user content experience

- Service **operations** – running a high quality service in an efficient manner

- Service **development** – insights to optimize and develop your offerings

- **Customer facing** teams – create a better customer support experience, efficient field engineer

# HEAD-END ASSURANCE

*Awareness and insights for **operations** and **architects***

- Real-time **visualization and analytics**

- Full transparency for **content, ad insertion and metadata** through all processing steps

- Leading **depth and breadth of analysis** for all delivery technologies

- Proactive **alerting, correlation and troubleshooting**

- **Scaling as your needs evolve,** supporting head-ends of all sizes

- **Flexibility in deployment** supporting on-prem, cloud and automated orchestration

*Head-end assurance* • Service operations • Service development • Customer facing teams

# SERVICE OPERATIONS

*Critical insights for **DevOps, NOC/VOC and 3rd line***

- **Alerting and visualization of service performance and customer experience** in every step of delivery and service consumption

- **Shorten time to fix** by cutting through the complexity of the video stack to improve customer experience

- Enables **a proactive way of working** using AI, strong visualization and automated aggregation

- **Self-service dashboards and analytics** for high efficiency

- Enterprise integration with **role-based authentication** for close integration with operational processes

Head-end assurance • *Service operations* • Service development • Customer facing teams
Incident management • Problem management • Continuous improvement • SLA follow-up

# SERVICE OPERATIONS – INCIDENT MANAGEMENT

- **Quickly detect, pinpoint & understand the impact of issues** – regardless where in the service creation, delivery or consumption they occur

- **Escalate to the right party** for faster time to fix, whether HE, delivery network or device/backend teams

- **Directly see the origin of an issue** in playout and delivery network using anomaly detection and alarming

- **Instant sharing** of objective service status between NOC/VOC, 3rd line and Operations teams

Head-end assurance • *Service operations* • Service development • Customer facing teams

*Incident management* • Problem management • Continuous improvement • SLA follow-up

# SERVICE OPERATIONS – PROBLEM MANAGEMENT

- Perform **efficient root-cause analysis** and verify problem resolution, including validating the individual subscribers' performance in real time

- **Compare** with historical performance and incidents for a deeper understanding

- **Deep dive** analysis with a rich data model and metric set to the individual subscriber, asset or channel

Head-end assurance • *Service operations* • Service development • Customer facing teams
Incident management • *Problem management* • Continuous improvement • SLA follow-up

# SERVICE OPERATIONS – CONTINUOUS IMPROVEMENT

- Proactively **identify systematic issues** affecting service performance

- In-depth insights into **trends and anomalies** over time

- **Rich metrics** tracked over time enables detection of intermittent issues

Head-end assurance • *Service operations* • Service development • Customer facing teams
Incident management • Problem management • *Continuous improvement* • SLA follow-up

# SERVICE OPERATIONS – SLA AND SERVICE PERFORMANCE MANAGEMENT FOLLOW-UP

- **Follow up on KPIs** from the whole end-to-end delivery chain on the individual service level, regardless of delivery technology

- Create awareness and enable **data-driven** service management

- Tracking objective metrics over time to **drive operational outcomes**

Head-end assurance • *Service operations* • Service development • Customer facing teams
Incident management • Problem management • Continuous improvement • *SLA follow-up*

# SERVICE DEVELOPMENT

*Insights into performance and engagement for **product management, development, marketing and analytics teams***

- Real-time insights on **how, when and where** subscribers use services through self-service dashboards and analytics

- Directly understand how updates and changes **impact customer experience and behavior**

- Enterprise integration with **role-based authentication** and high capacity data integration APIs

Head-end assurance • Service operations • *Service development* • Customer facing teams
Change and release management • Customer engagement analytics • Multi-dimensional analytics

# SERVICE DEVELOPMENT – CHANGE AND RELEASE MANAGEMENT

- Quickly **verify changes and new releases** from an end-customer perspective, regardless of which domain the change is in (service, network or end-device)

- **Dashboards, reporting and data integration** into external systems with high resolution and quality assured metrics and metadata

- Achieve **agility and confidence** with constantly up to date performance data

Head-end assurance • Service operations • *Service development* • Customer facing teams
*Change and release management* • Customer engagement analytics • Multi-dimensional analytics

# SERVICE DEVELOPMENT – CUSTOMER ENGAGEMENT ANALYTICS

- Detailed understanding of the actual **service usage and customer engagement**

- Understand the value of content for your customers for **better content aquisition**

- Track **engagement** over time

- **Session export at scale** to external systems such as data lakes and recommendation systems



Head-end assurance • Service operations • *Service development* • Customer facing teams
Change and release management • *Customer engagement analytics* • Multi-dimensional analytics

# SERVICE DEVELOPMENT – MULTI-DIMENSIONAL ANALYTICS

- Deep insights to understand **correlation of metrics and metadata** in multiple dimensions

- Makes advanced **troubleshooting and analysis, change management** accessible to wider ops team



Head-end assurance • Service operations • *Service development* • Customer facing teams

Change and release management • Customer engagement analytics • *Multi-dimensional analytics*

# CUSTOMER FACING TEAMS

*Improving **all customer interactions***

- Get **insights on the actual customer experience** to reduce call times and increase first time right

- **Identify problem sources** and validate KPIs and metadata

- **Tailored applications and powerful APIs** for integration with customer care solutions

- **Integrate with field engineer solutions and workflows** for improved efficiency in the field and validation of repairs

Head-end assurance • Service operations • Service development • *Customer facing teams*

First line • Second/third line • Field engineers

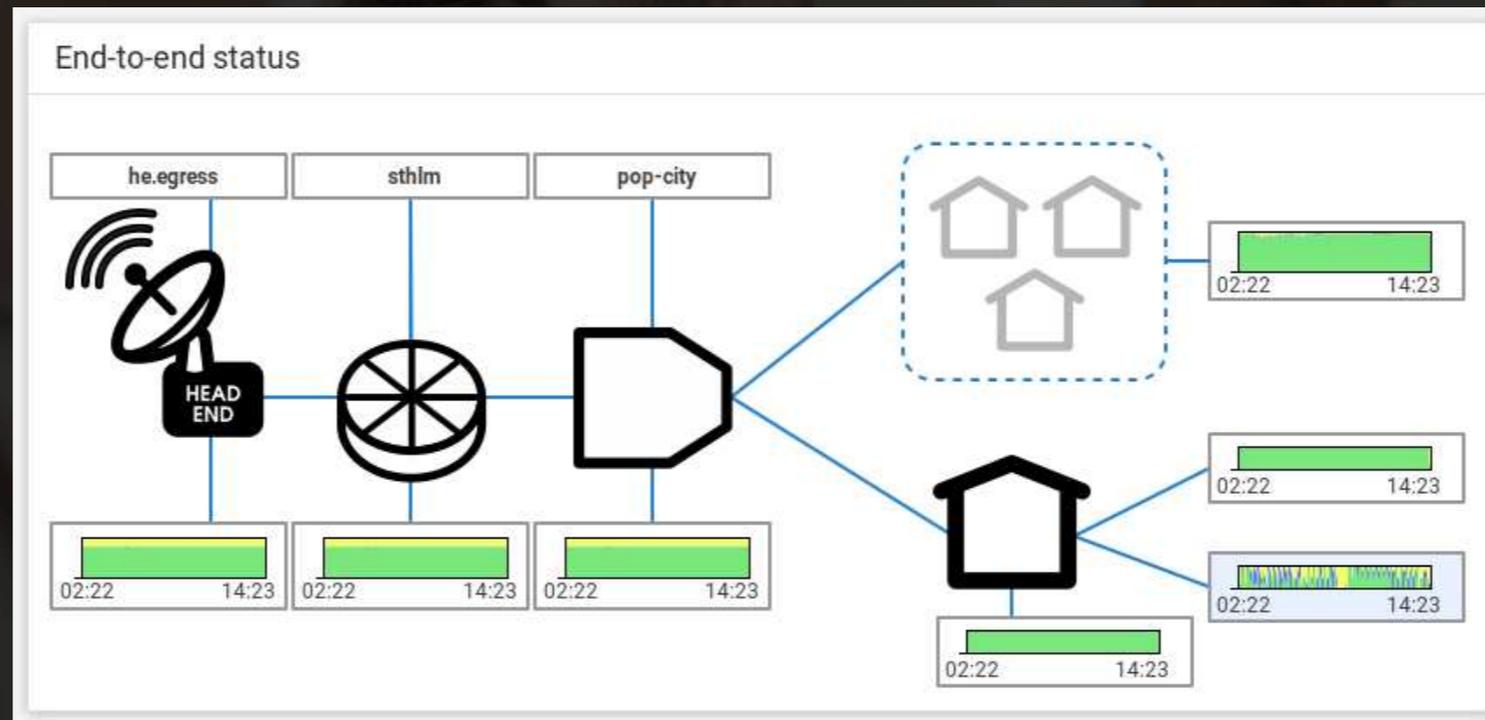# CUSTOMER FACING TEAMS – FIRST LINE

- Improve all customer interactions with **insights on the actual customer experience** reducing call times and increased first time right

- REST based APIs for **integration with customer care systems**

- **Highly scalable** supporting operators of any size

- Performance and quality for subscribers **individual devices and apps** – agnostic to delivery technology

- **Automated correlation** with relevant subscriber groups to identify systemic issues in regions, DSLAMs or fiber nodes

Head-end assurance • Service operations • Service development • *Customer facing teams*

*First line* • Second/third line • Field engineers

# CUSTOMER FACING TEAMS – SECOND/THIRD LINE

- Tailored applications supporting the right conclusions for **lowered handling time and increased first time right**

- Putting the complete subscriber experience into context of device health, services, delivery networks and playout performance

# CUSTOMER FACING TEAMS – FIELD ENGINEERS

- **Tailored applications and REST Based APIs** for integration with field engineer processes

- **Highly scalable** supporting operators of any size

- Performance for **individual devices and apps** – agnostic to delivery technology

- **Automated comparison** with relevant customer groups: customers in the same region, DSLAM or fiber node

Head-end assurance • Service operations • Service development • *Customer facing teams*

First line • Second/third line • *Field engineers*

# A STRONG ECOSYSTEM

# WE HELP YOU WIN

- **Full transparency** of service performance and customer experience – from service creation to the individual customer's app or device

- Creating **insights** and **awareness** with real-time analytics and visualization

- Empowering **multiple parts** of the organization – operations, product management, marketing and customer facing teams

- Handling **all distribution technologies** – scaling as your needs evolve and grow

- **Flexible** deployment: on-premise, private or public cloud and hybrid

- Continuous **innovation**

**Your partner in video service quality and customer experience**
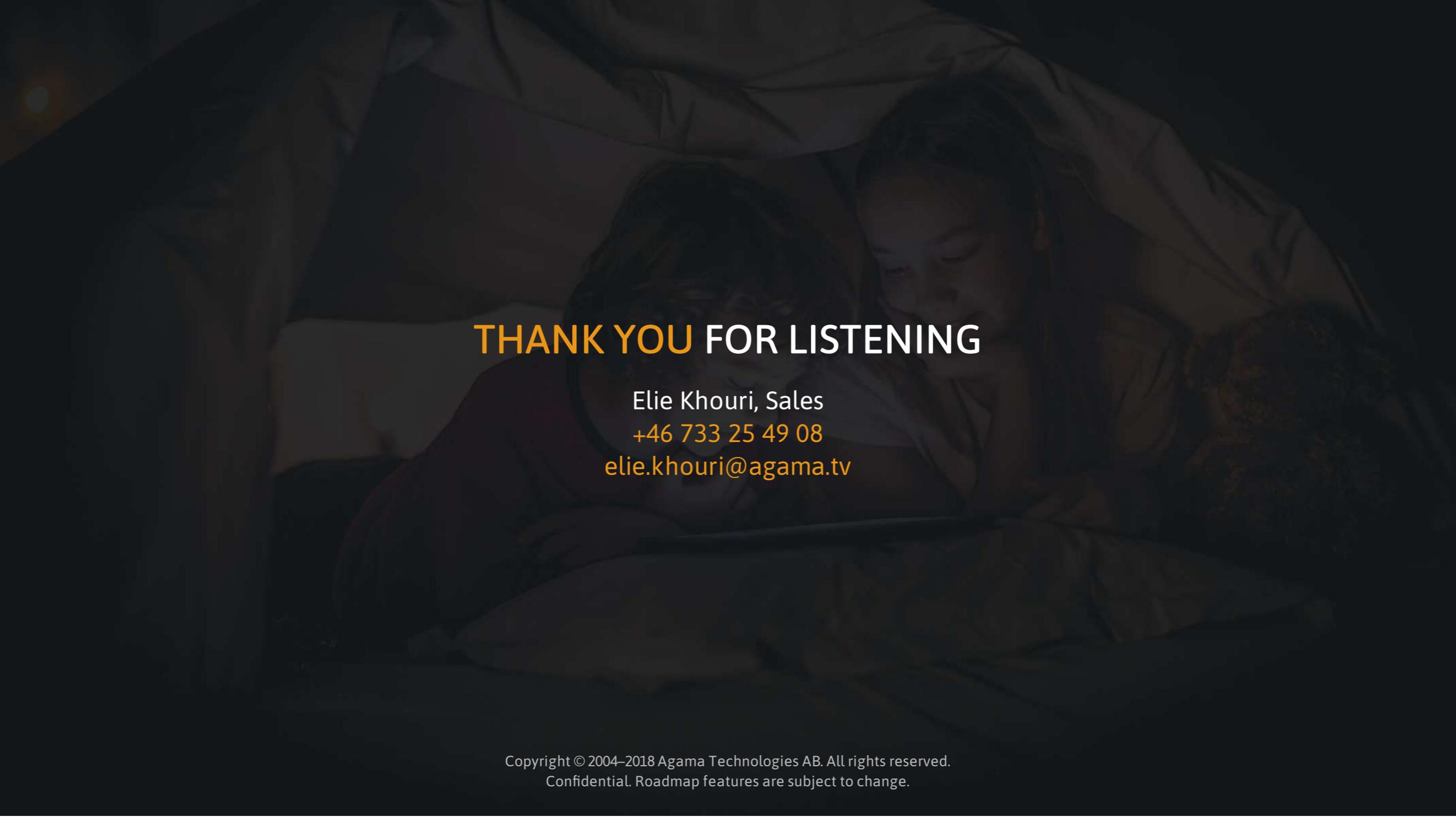
# THANK YOU FOR LISTENING

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