Polystar

DEVICE
INSIGHTS

DEVICE INSIGHTS

Polystar

UNDERSTAND DEVICE PERFORMANCE
IN YOUR NETWORK

How to use device intelligence to deliver a better customer experience

1 How to promote the best devices
Different devices offer different performance characteristics and can make different requirements on the network. Failure to understand how each behaves can mean the wrong devices are promoted.

Device Insights Portal provides clear quality indices to evaluate device performance.

Polystar's Device Insights Portal captures rich metrics to measure device performance, allowing CSPs to determine the best and worst for their networks. The data also reveals key consumption patterns, indicating which devices consume the most data and their network impact. Armed with this information, CSPs can fine-tune promotions and bundles to match devices and to offer the best subscriber experience.

2 How to troubleshoot issues caused by device software
Different vendors have different software release schedules. There can be issues with the active releases and often under highly specific circumstances.

Understand which releases cause which issues and the circumstances in which they have been observed.

The **Device Insights Portal** provides at-a-glance information on version history, showing which issues affect which devices. This information is combined with network data to indicate if issues are related to specific cell sites, technologies and services and release history, providing a comprehensive overview. This allows teams, including device vendors, to be better informed and for faster problem resolution.

3 How to track device uptake and identify necessary network investments
New devices often offer new functionality that can have an impact on network capabilities and which requires incremental network investment.

Understanding device uptake and demand allows investments to be correctly assessed.

With **Polystar's Device Insights Portal**, CSPs can track in near real-time the device fleet, allowing them to understand the network impact of each device and software variant. The data includes geographical distribution, subscriber profiles and known issues that are associated with them. The information allows CSPs to manage any investments required to support new device capabilities and to obtain early notice of resulting issues.

4 How to help device manufacturers optimise performance
Problematic devices have a negative impact on both CSPs and manufacturers. They need to help each other to ensure consistent performance.

Rich insights help CSPs and vendors collaborate and form better partnerships.

The **Device Insights Portal** provides actionable data that can be shared with vendors, creating richer partnerships. It allows issues to be clearly identified, with network specific information that can be shared and matched to individual software releases. Device optimisation helps enhance performance, resulting in more satisfied customers, reduced costs, and faster troubleshooting.

GIVE YOUR DEVICE MANAGEMENT TEAM
THE TOOLS THEY NEED TO DELIVER

Rich, visual display

Polystar's Device Insights Portal provides clear, actionable intelligence that helps device management teams enhance performance. It allows them to rapidly draw conclusions and to identify relevant trends and issues that can be addressed by the right personnel. Historic views provide insights into release quality, enabling early awareness of issues and predictions of the likely impact of changes.

Design device-specific offers

The insights delivered allow device-specific offers to be designed, optimised to their capabilities, with objectively measured performance information from the live network, as well as data on customer penetration. CSPs can promote specific services that are matched to the capabilities of different devices and targeted to individual users.

### Identify which devices have impact on which services

Correlating service performance with devices means that CSPs can understand which devices and software releases are likely to have issues with their service portfolio. This means that support and customer care teams can be kept informed, so that customers can be given the best solution, while observations can also be shared with vendors, allowing them to improve device quality.

Rapidly resolve release issues

Vendors need to know if a new release has a major unintended consequence that requires corrective action and software patches. They need accurate, reliable data from live networks and from operational systems. With the Device Insights Portal, CSPs can provide detailed troubleshooting information and highly granular data that allows problem definition and lead to faster resolution.

Adaptable and flexible

Many teams have unique requirements, which can change through time. That's why Polystar has made it easy to modify the solution: adapting portal views, adding measures and dimensions, adding integration to different systems, and changing workflows. The Device Insights Portal includes tools that allow you to make changes yourself. Alternatively, our experts can tune and optimise the solution to your needs.
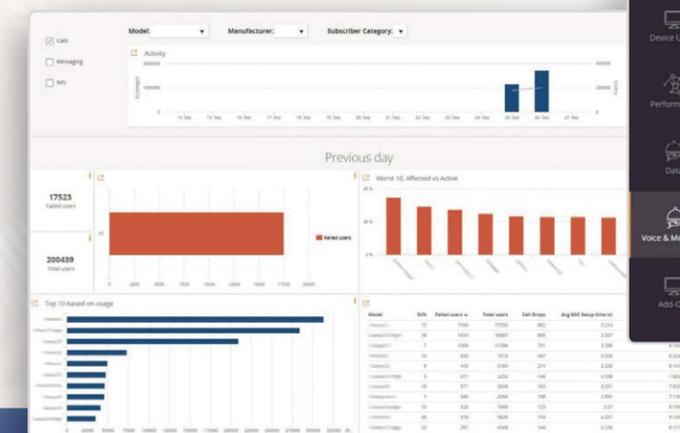
POLYSTAR'S DEVICE INSIGHTS SOLUTION ALLOWS CSPs TO MORE EFFECTIVELY MANAGE THEIR DEVICE FLEET, IDENTIFY AND ANTICIPATE RELEASE ISSUES, PRIORITISE INVESTMENTS AND CREATE RICHER PARTNERSHIPS WITH VENDORS. IT HELPS ENSURE CONSISTENT SERVICE QUALITY AND ENABLES THE DELIVERY OF TAILORED PACKAGES AND PROMOTIONAL OPPORTUNITIES, OPTIMISED FOR THE DEVICES THAT MATTER MOST.

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Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring and High Performance Testing. We help CSPs to simplify their CEM strategies and drive operational efficiency through real-time network analytics. Polystar's real-time Network, Service and Customer analytics uncover a goldmine of data, which yields indispensible analytics to CSPs.

Polystar is recognised as one of the fastest-growing companies in Sweden.

Since Polystar's foundation in Stockholm in 1983, we have experienced continuous and sustainable growth, and evolved to a global presence, serving our customers in over 50 countries.

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