



KALIX USE CASES

How Ooredoo Tunisia uses data insights to drive continuous innovation

NETWORK DATA ANALYTICS

Marketing

4G Network Usage Optimisation

NOC/SOC

Event Monitoring

Executive team

Key Metrics and Optimised Reporting



Introduction

The collection, processing and presentation of network data provides considerable insights to help an operator optimise its business performance and service delivery. But, with so much data available, from so many sources, it can be difficult to identify a starting point for the data discovery journey. However, the right approach can yield sustained positive results – and unlock the agility to discover many more innovation opportunities.

That's the experience of the team in Ooredoo Tunisia, which has managed to deliver a series of innovations that have enabled agile service

optimisation, boosted revenue, enhanced user experience, and unlocked rich insights to drive further innovation.

The key to this innovation flow was the adoption of a versatile tool, KALIX, that allows data collection and aggregation, from multiple sources, while providing considerable flexibility for the processing and display of such data. The team had identified a number of opportunities to capitalise on network data insights – and also saw the potential to make further discoveries, once it had tapped into a reliable source of consolidated data.

About Ooredoo

TUNISIANA, a leading mobile operator in Tunisia, which became Ooredoo on 24 April 2014, is the Tunisian subsidiary of the Ooredoo Group. A key player in the new technology sector, Ooredoo has relied on rapid technical progress to develop suitable, innovative and quality services and relies on its impeccable customer service to gain the trust of its subscribers.

Since its commercial launch on December 27, 2002, Ooredoo had changed the landscape of new technologies in Tunisia by proposing a range of innovative offers and services, in accordance with international standards.



Benefitting from data insights to boost data consumption

KEY CHALLENGES

The team in Ooredoo adopted KALIX in 2017. Since then, numerous projects have been initiated and delivered, leveraging and correlating different sources of data from the mobile network. For example, rolling out 4G to different cities and locations within any country requires careful planning. Typically, coverage is delivered to match anticipated demand or to coincide with special events. Clearly, not all areas can be covered at once, so decisions need to be taken – understanding consumption patterns can direct investments to where they may be most likely to be eagerly embraced.

But, what happens after coverage has been delivered? Do users respond in the expected ways? And, what are the consumption profiles of users with devices that support different generations of mobile technology? Ooredoo initiated a project to find out – and discovered some surprising results.

For example, analysis of network data, provided by KALIX, showed that a large percentage of users with 4G mobile devices were actually using legacy SIMs, rather than USIMs optimised for UMTS and LTE networks. As a result, many were

missing out on the benefits 4G could deliver. Of course, the insights are helpful but of little value if Ooredoo is unable to take action, so the team initiated programmes to target the users it had identified with KALIX.

In this case, to encourage users to migrate to USIMs and, since it was known which users consumed the most data, with targeting focused to specific users. On the other hand, the data also showed that there were some users with both LTE devices and USIMs that were the highest consumers of data on 2G and 3G network – in other words, they weren't able to access a 4G radio, despite having the ability to do so. They were missed during initial 4G deployments.

BUSINESS OUTCOMES

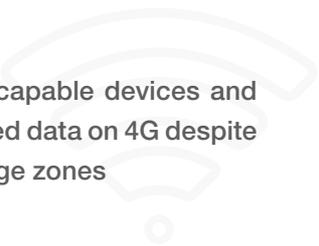
Armed with that data, Ooredoo could tweak 4G coverage, so that such users could be moved from legacy connections. By systematically tracking consumption and matching it to device and SIM capabilities, Ooredoo designed a series of programmes to increase overall network consumption – not only increasing traffic, but also enabling subscribers to access more services.

USE CASE 1

4G NETWORK USAGE OPTIMISATION

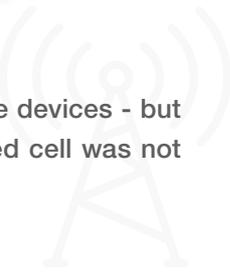
19%

of users with LTE-capable devices and USIMs have not used data on 4G despite being in 4G coverage zones



9%

of users had LTE-capable devices - but their most frequently used cell was not in the 4G network





Delivering the best experience

for delegates and visitors to the Arab Summit

CHALLENGE

Of course, such data can be obtained from every subscriber and each location, but sometimes a narrower view is useful, with a focus on specific locations. Such was the case when Tunisia hosted the Arab Summit in March 2019. Ooredoo wanted to ensure that its customers, many of whom would be roaming as visitors from other countries in the Ooredoo network, could receive the optimum experience during this high-profile event.

To achieve this, the team focused on important locations during the event – not only the conference meeting rooms, but also hotels in which Ooredoo customers were staying. They identified visiting users and roamers who had joined the network within these locations and tracked service perfor-

mance for voice, messaging, data and network availability, distinguishing between inbound roamers and all users attached to the network in the various locations.

BUSINESS OUTCOMES

With KALIX, appropriate Service Quality Indicators (SQIs), such as traffic volumes, data attachments, PDP context and call retainability could be tracked in the NOC, in real-time. By checking these SQIs, Ooredoo could ensure effective service delivery and also take appropriate action to maintain performance during the event – which naturally received a great deal of attention – boosting its reputation and supporting its subscribers.

USE CASE 2

EVENT MONITORING

Monitor all roaming and VIP subscribers
Track service performance for voice, messaging, data and network availability

Focus on different locations at different times, such as conference facilities, hotels and airports



Optimised reporting

for the Executive Team

CHALLENGE

Information is essential to help guide decision making, but it is often difficult to determine what information is relevant, which is essential – and what new information could help enhance the process.

Again, KALIX provided the answer. With the ability to select different metrics and Key Performance Indicators, the team was able to create regular reports that contained the right information. Typical fields included changes in voice traffic, divided between roaming visitors and home network customers, data customers with similar granularity, data consumption, call duration and so on. Consumption could also be mapped to key locations, creating a rich resource that is easily digestible by the Executive Team.

BUSINESS OUTCOMES

Importantly, new indicators and data could easily be selected by the team, allowing them to continue to customise and refine the report, according to new information and insights they obtained, and which were considered to be of interest. Of course, such a process works in both directions, so they could also meet requests for new information and data from the management. Because KALIX allows agile data discovery, almost any such request could easily be handled.

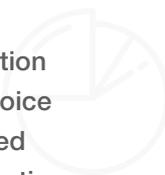
USE CASE 3

MANAGEMENT ORIENTED NEWSLETTER

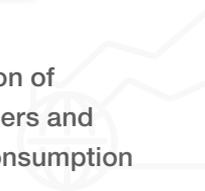
Evolution of voice users



Segmentation of active voice users based on call duration



Evolution of data users and data consumption



Conclusion – enabling continuous innovation

The team in Ooredoo is committed to continuous innovation and has consistently delivered new service optimisation and business improvements through agile use of network data. In order to achieve this, the team needed the right platform that can unlock and present this data, from the mass that's available. KALIX provided the answer to this challenge. Once adopted, KALIX allowed the Ooredoo team to focus on opportunities that

had already been identified for network data projects. But – and crucially for the future – KALIX also allows new insights to be obtained which, in turn, stimulate new thoughts and innovations. It is this ability to explore new territory and to make new discoveries that has helped Ooredoo differentiate its offer, more effectively deliver services and to launch new targeted campaigns – all driven by data and the delivery of accurate insights.

Other Use Cases

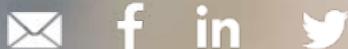
At Polystar, we're very proud of our customers and solutions. We are also keen to share best practice and the innovative use of our products. We covered some of the cases in this document but of course, Ooredoo Tunisia and our other customers continue to find innovative ways to maximise their return on investments in Polystar solutions.

If you would like to know more, please get in touch!

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Polystar is a leading provider of real-time monitoring and analytics platforms to more than 100 CSPs worldwide. The company's solutions deliver tailored insights into network, service and OTT application performance. These insights allow stakeholders to enhance customer experience, operational efficiency, and identify new revenue streams from data monetisation.

Powered by Elisa Automate, Polystar also ensures proactive management of networks through automation of operational processes, driven by machine learning. CSPs benefit from faster fault resolution and more efficient use of both operational and network resources. Polystar was founded in Stockholm in 1983 and since June 2019, Polystar has been part of Elisa.