



### KEY BENEFITS

- **Improved Subscriber Experience:** Deliver consistent, high-quality video streaming to enhance customer satisfaction.
- **Optimized Resource Allocation:** Address capacity bottlenecks efficiently while reducing network strain.
- **Revenue Opportunities:** Unlock new monetization channels through premium service offerings.

### ANALYZE AND OPTIMIZE VIDEO QUALITY OF EXPERIENCE

**Video Quality of Experience (QoE) is essential as streaming dominates internet traffic globally. Poor QoE caused by initial delays, buffering, or resolution issues leads to subscriber dissatisfaction and churn.**

AppLogic Networks' Video QoE Analysis solution empowers service providers to monitor and improve video performance by combining advanced network KPIs, video-specific metrics Key Quality Indicators (KQIs), and subscriber perception metrics. This ensures proactive resolution of video quality issues, optimized resources, and enhances subscriber satisfaction while creating new revenue opportunities.

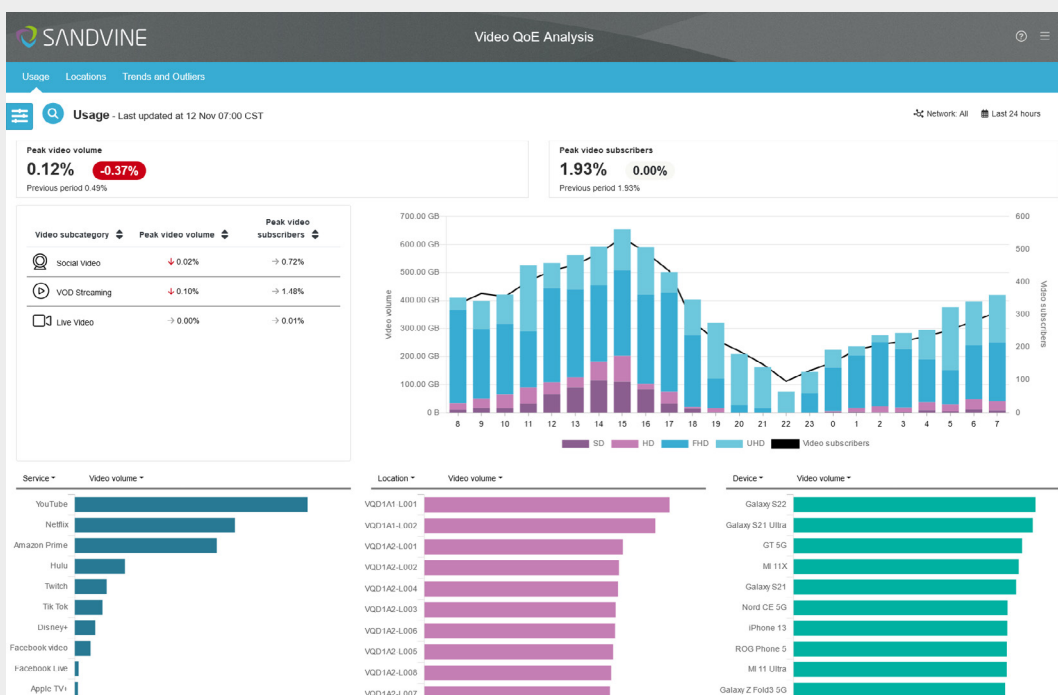
### FEATURES, FUNCTIONALITY AND CAPABILITIES

Video QoE Analysis delivers powerful analytics and tools to address the challenges of video streaming:

- **Accurate Video Classification:** Differentiates true video streaming traffic from general browsing and accurately analyzes encrypted OTT video traffic.
- **Enhanced Video KPIs:** Combines foundational KPIs (throughput, latency, packet loss) with subscriber perception metrics, including resolution, buffer health, and video startup delay.
- **Machine Learning Insights:** Predicts QoE outcomes and provides actionable insights to improve video resolution, streaming health, and overall subscriber experience.
- **Historical and Predictive Analytics:** Offers trends and projections to assist in network planning and identifying peak-time behaviors.
- **Heat Map Visualization:** Highlights QoE challenges and network bottlenecks through geographic usage and performance metrics.
- **Custom Reporting:** Stores video QoE data in a dedicated schema for flexible reporting and data exports.
- **Dashboard Visualization:** Pre-packaged dashboards monitor key video traffic trends, resolutions, and usage across devices, services, and locations.

Figure 1

Video QoE Analysis usage



### HOW VIDEO QOE ANALYSIS IS PACKAGED

AppLogic Networks offers three Packages; Analyze, Optimize and Monetize:

<b>ANALYZE</b>	<b>OPTIMIZE</b>	<b>MONETIZE</b>
Gain Insights to Drive Decisions	Maximize Efficiency and Improve Spending	Unlock Revenue Potential

Video QoE Analysis is part of AppLogic Networks' Analyze Package, alongside complementary solutions:

- [Operations Insights](#)
- [5G Adoption Analysis](#)








These solutions empower service providers to understand network activity, subscriber behavior, and sentiment toward services to deliver consistent and optimal customer satisfaction.

### HOW VIDEO QOE ANALYSIS FUNCTIONS IN APPLICLOGIC'S FUNCTIONAL ARCHITECTURE

The solution operates across AppLogic's core architecture layers, ensuring seamless integration and robust functionality:

Figure 1

How Video QoE leverages AppLogic Networks' Functional Architecture

Value Delivery	AI/Big Data Use Cases	Dashboards & Workflows	VAS/BI Services	Managed Services			
<b>Data Enrichment</b>	Data Orchestration & Export						
	Data Contextualization and Advanced KQIs (incl. QoE Scoring)						
<b>Data Intelligence</b>	Real-time control & data plane analysis	ML/AI driven application identification, classification and categorization		Granular KPI creation			
<b>Deployment Options</b>	Certified Server & Qualified Software Appliances, Virtual, and Cloud						
							

- **Deployment Options:** Variety of access-agnostic deployment options for fixed, mobile, and converged operators to deploy a single solution to understand the Video QoE that every access type offers.
- **Data Intelligence:** Real-time data collection for foundational KPIs measuring the performance and usage of accurately classified encrypted video traffic in all types of networks.
- **Data Enrichment:** Creation of advanced KQIs to measure true subscribers' sentiments on video applications and highly contextualized multi-dimensional roll-ups for internal use and data export.
- **Value Delivery:** Dashboards with intuitive workflows, customized reporting, and enablement of building advanced ML models for deeper analysis of the most prevalent traffic type in the network.

**BENEFITS**

AppLogic Networks' Video QoE Analysis delivers measurable value to service providers:

- **Proactive Troubleshooting:** Detect and resolve QoE issues before they impact subscribers, reducing support costs.
- **Optimized Network Performance:** Use insights to allocate resources effectively and address capacity challenges.
- **Enhanced Subscriber Experience:** Deliver high-quality video streaming by minimizing buffering, delays, and resolution drops.
- **Revenue Growth:** Enable premium service tiers, offering differentiated video experiences.
- **Efficient Capacity Planning:** Prioritize spending and optimize content caching strategies for underperforming locations based on granular insights.
- **Access-Agnostic Deployment:** Deploy seamlessly across diverse network types.

**KEY USE CASES**

Video QoE Analysis supports critical service provider initiatives:

- **QoE Monitoring and Reporting:** Continuously track metrics to understand video performance trends and subscriber experience.
- **Root Cause Analysis:** Pinpoint and resolve network or application-level issues affecting video QoE.
- **Personalized Video Services:** Offer tailored plans for high-value customers, enhancing satisfaction and loyalty.

**KEY SOLUTION COMPONENTS**

AppLogic Networks' use cases feature key software components, visualizations and tools, across each layer that enable each use case's full value:

<b>Value Delivery</b>	Deep Insights
	3 <sup>rd</sup> party Data Lakes
<b>Data Enrichment</b>	Insights Data Storage
	App QoE Engine, ANI Score Engine, Maestro Policy Engine, Maestro Automation Engine, Maestro Security Engine
<b>Data Intelligence</b>	ActiveLogic, AppLogic, Intelligent Feeds
<b>Deployment Options</b>	iQ42100, iQ42300, iQ52600, iQ2080
	Dell PowerEdge XR-12, R760, VNF, CNF

**OUR COMMITMENT TO PROVIDING VISIBILITY**

Our industry-leading AppLogic core technology delivers deep visibility into network traffic, unlocking new opportunities across every department. Key features include:

- **Accurate Application Identification:** Over 95% coverage, including encrypted traffic, ensuring precise network insights.
- **Content Classification:** Granular categorization of applications and services to enhance decision-making.
- **QoE KPIs and Sentiment Analysis:** Provides critical metrics and behavioral insights to optimize user experience.

AppLogic's capabilities empower operators with actionable insights, driving operational efficiency, customer satisfaction, and revenue growth.

[Contact us today](#) to learn how Video QoE Analysis can enhance your network capabilities.

## Our Industry-leading unique core technology



## Unlock New Business Opportunitis

Department	Business KPIs Improved
<b>Ops</b>	Operational Efficiency
<b>Planning</b>	Reduced CAPEX
<b>Performance</b>	Improved QoE
<b>Customer Care</b>	CSAT, Retention & ARPU Growth
<b>Marketing</b>	New Revenue Streams
<b>Big Data</b>	Enhanced Data Modeling
<b>Regulatory</b>	Compliance
<b>Security</b>	Rev Assurance & Fraud Prevention

### ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit <https://www.applogicnetworks.com> or follow AppLogic Networks on X @AppLogic Networks.



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