Features & Benefits

Mobile Data Analytics provides comprehensive application and service level behavioral analysis

Uses existing infrastructure so current investment in video and web optimisation or Promotion and Pricing Innovation is further used and reduces the costs of deployment

Web-based dashboard reporting provides an easy-to-use yet very powerful interface that can be used anywhere

Integration with industry-known databases provides accurate information on device types and content categorisation while still allowing localisation where needed

Data aggregation capability enables information from other systems within an operator’s network to be combined with application and service level data providing a holistic view of subscribers’ activity

Flexible reporting architecture allows much of data processing to be carried out in the cloud, increasing flexibility and reducing capital cost

Mobile Data Analytics

Enabling Monetization of Subscriber Behavior

Deep within the data flows from and to your end users lies valuable information. You can identify which terminals drive profitable data usage, which services are attracting most users, how long and how often users are spending with services and how much data is being consumed per service both directly and indirectly (e.g. advertising).

Openwave Mobility’s Mobile Data Analytics platform enables the cost effective extraction of this information at the most sensible place in the network providing your management teams with the information they most need to deliver profitable services.

An Integral part of Your Solution

At the heart of the VAS solutions provided by Openwave Mobility lies a powerful Service Orchestration engine. This engine, called Integra, already analyses all browsing and application requests over HTTP, enabling services such as optimisation, compression and charging where appropriate. Integra already provides operational reporting and system health checks to network teams. Openwave Mobility’s Mobile Analytics enhances this facility, enabling reporting to a much more granular level, integrating with categorisation databases, device repositories and subscriber profiles to provide information needed by marketing functions.
Reporting Capabilities

Reporting is built around responsive dashboards accessible using a standard web-browser, although should users wish to export data to other platforms (for example spreadsheets) a comprehensive mechanism is provided.

The dashboards are designed to provide the relevant and essential information on first view, with only a few clicks necessary should the analyst wish to drill deeper into the data presented. Data is presented visually, with analysts being immediately able to see, by way of sparklines for example, areas that they might want to explore more thoroughly. Thanks to the data architecture of the Mobile Analytics systems such drill-down may be carried out immediately.

The dashboards present perspectives of data based on three different indicators:

- **Device** allows analysis by terminal type, manufacturer, form factor etc. Integration using the device’s Type Access Code (where available) allows accurate identification even where the device itself does not report correctly during request.

- **Category** (shown overleaf) considers the destination of the users’ requests based on an extensive and updatable database.

- **Segment** allows analysis based on (possibly overlapping) subsets of the user community - identifying segments either from external demographic information or based on their behavior.

Each of these dashboards may be filtered and viewed in different ways, for example by date range, data volume, page impressions or across the dashboard identifiers, allowing cross analysis, for example by device type and/or destination category.

Extensibility

Openwave Mobility’s Mobile Data Analytics provides a comprehensive suite of analysis tools for application and service data traffic using HTTP. Operators may have additional sources of information which can be integrated with Analytics to provide broader information. This could be concerning users (for example demographic information in a user data repository) which may be used to inform segment analysis or additional network data, for example access type or cell ID. Transactional information from other infrastructure elements, for example network probes, may also be available.

With appropriate adaptors this information can all be fed into Mobile Data Analytics, providing an even fuller picture of the way that your subscribers behave and utilize mobile data.

Request a demo today

For more information or a product demonstration of Mobile Analytics please visit [http://owmobility.com](http://owmobility.com)