In a competitive Telco environment where subscribers can easily change their service provider, mobile network operators (MNOs) need to provide a quality of experience (QoE) that minimizes possible churn drivers. Improving QoE can provide a strong competitive advantage and garner huge gains in customer satisfaction and loyalty.

Prior to the increase in data-driven content, mobile experiences were predicated on the quality of service (QoS) and coverage. This is not the case today. Today's mobile user is empowered and requires an on-demand experience every time they use their mobile device. With smartphones, tablets and smart-machine learning capabilities becoming more advanced, consumers are using their devices to handle more data-intensive operations. The performance of these operations can vary and do not always meet customer expectations. Even if QoS metrics are positive, the intrinsic nature of an MNO's performance, which depends on radio access, location, time of day, and traffic volumes, can lead to a non-trivial deviation between expectations and user experience.

Network Experience Analytics

Customer QoE is defined by expectations and context. Traditional network analysis products typically measure network characteristics that impact QoS performance (packet loss, jitter, etc.) and do not take into account the actual experience as perceived by the end user (e.g. time to playback, number of re-buffers and start-up time).

Network Experience Analytics (NEA) is a user-centric assessment of service quality, providing insight into the real end-user experience on a per network basis. The product captures billions of data points from hundreds of domains across all mobile networks to provide an accurate view of mobile Internet and media performance. It translates this data into a QoE score to quantify the customer's experience and benchmark the performance of the cellular network.

**BENEFITS TO YOUR BUSINESS:**
- Have a common and universal metric to quantify performance and track trends to drive improvements across organizations.
- Score QoE on-net and benchmark performance against best-in-class network operators world-wide.
- Reduce costs associated with drive or field tests.
- Get a more accurate and continuous view of QoE performance than drive tests & crowdsourced network testing.
- Does not require equipment deployments.

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Network Experience Analytics

NEA is a portal application that does not require any equipment deployment. It uses real user monitoring (RUM) to measure website performance data (download time, page load time, etc) and Media Analytics to measure media performance (video startup time, re-buffering, avg. bitrate, etc) at the application level from the end-user devices. The web and media analytical data that is captured provides mobile network operators with a strong sense for what their customer base is experiencing while on their cellular network and how it is impacting behavior and customer satisfaction.

Features

- **Real and Continuous Data** – Akamai fields more than 50% of all HTTP requests. Data is collected from real end-user devices as they engage with the Internet and media on the cellular network. MNOs get actual data from their own mobile network and not from secondary sources. It is collected, anonymized, and made available to operators on a continuous basis in the form of Web and Media QoE measurements and scoring. Rather than seeing the data rolled up into an annual or bi-annual report, the continuous nature of the data allows for quick drill down to identify the key performance indicators (KPIs) affecting QoE, and benchmarking performance around in-market events.

- **“Zero Touch” Interactive Portal** – There is no equipment to deploy or install in order to obtain the data. Akamai prepares and presents the data in a QoE dashboard accessible through a secure portal. The portal is interactive and allows for a correlation between web and media KPI measurements and QoE scores.

- **Dashboard & Reports** - Dashboard includes an overall QoE score, a Media QoE score, a Web QoE score and competitive benchmarks of these scores by country and region. It also provides real and actual measurements via the following QoE and KPI reports.

- **Media QoE Reports** include: Plays with Rebuffers, Availability, Bitrate, Rebuffers per Minute, Average Rebuffer Time, Rebuffer Time per Minute, Start-up Time, and Start-up Abandonment Rate

- **Web QoE Reports** include: Page Load Time, TCP Connection Time, Time to First Paint, Round Trip Time, and DNS Look-up Time

- **Drill Down Reports** - Data may be drilled down to display specific dimensions for reviews such as by network type, industry verticals, operating system, device type, and content format.

- **Performance Benchmarking** – Network Experience Analytics measures and scores QoE across networks around the globe and provides review and correlation by region and country. This allows MNOs to see how certain areas are comparing to others in-network and to benchmark performance against other best-in-class network operators.

- **Data Extract** – The data is easily downloaded as a CSV file and incorporated into other analytical tools.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.