

Nokia Traffica

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Boost operations
with powerful
real-time analytics



A great experience for customers, lower costs for you

Like most operators, your operations and customer care teams probably focus intensely on producing a great experience for your customers, one that grows your revenue by keeping them happy. Yet, at the same time, it's vital to keep capital and operational expenditures to a minimum.

Understanding and improving the customer experience is key to maintaining high customer loyalty and all the benefits it brings to your business.

Real-time analytics – a finger on the pulse of your network

It's important for operators to be able to understand quickly what is happening in their network. Up-to-the minute information about capacity and traffic patterns helps prevent network problems from escalating and provides the service your customers are demanding.

How do you ensure your customers' VoLTE calls always get through and always sound great? How can you quickly identify sudden changes in calling patterns and spot spam calls? How can you monitor fast-changing network loads during a mass event of over a million subscribers?

How can you do all this and more as it happens?

Nokia Traffica meets these challenges by providing real-time insights. With Traffica, your operations, customer care, marketing and sales teams see the network through your customer's eyes.

Traffica GEO Insights helps you enhance end-to-end troubleshooting with location information down to geo-tile and more intuitive visualization of issues. This results in faster resolution of issues and improved call quality for subscriber.

See what subscribers are doing in every cell

Traffica is a powerful tool for monitoring and troubleshooting, giving you insights on traffic, network, locations, devices and customers. These insights help teams across your organization to:

- Enhance the customer experience
- Improve network planning
- Ensure smooth operations
- Optimize the device portfolio
- Gain valuable marketing insight

Combined with an extensive set of services such as integration and customization, Traffica can help you build a solution matched to your needs.

Costs down, revenue up

The real-time information that flows from Traffica provides the most effective means to cut downtime and increase revenue. It achieves this through real-time telco content presented with unique clarity, such as in the solution's

3,000 ready-made graphs. Traffica also expands the real time insights to multi-vendor radio networks. Capital Expenditure (CAPEX) is cut dramatically because with a single Traffica solution to meet all your needs, less hardware is involved compared to deployments of multiple separate systems. The same application can be used for all network technologies (2G, 3G, LTE, VoLTE) with ready-made content.

You will also save on Operational Expenditure (OPEX). Traffica has a distributed computing environment enabling great flexibility for the operator when designing the operations, whether the design is for more streamlined centralized operations or meeting the need of efficiently covering the monitoring and troubleshooting needs of a radio network undergoing rapid expansion.

Traffica also works seamlessly with Nokia Customer Experience Management (CEM) on Demand, which offers an unprecedented view of your customers' experiences.

Traffica in action

Case 1

Ensure your subscribers have top quality VoLTE service

Voice quality can have a significant effect on how subscribers start using VoLTE, so it's vitally important to ensure that your operations team can monitor the quality of the VoLTE service. Traffica helped one operator monitor service quality, service use and traffic in real-time, all the way from a network-wide level down to individual subscribers. With efficient detection of anomalies and the ability to drill down to find the causes of problems, the operator can solve issues before its customers are affected.

Case 2

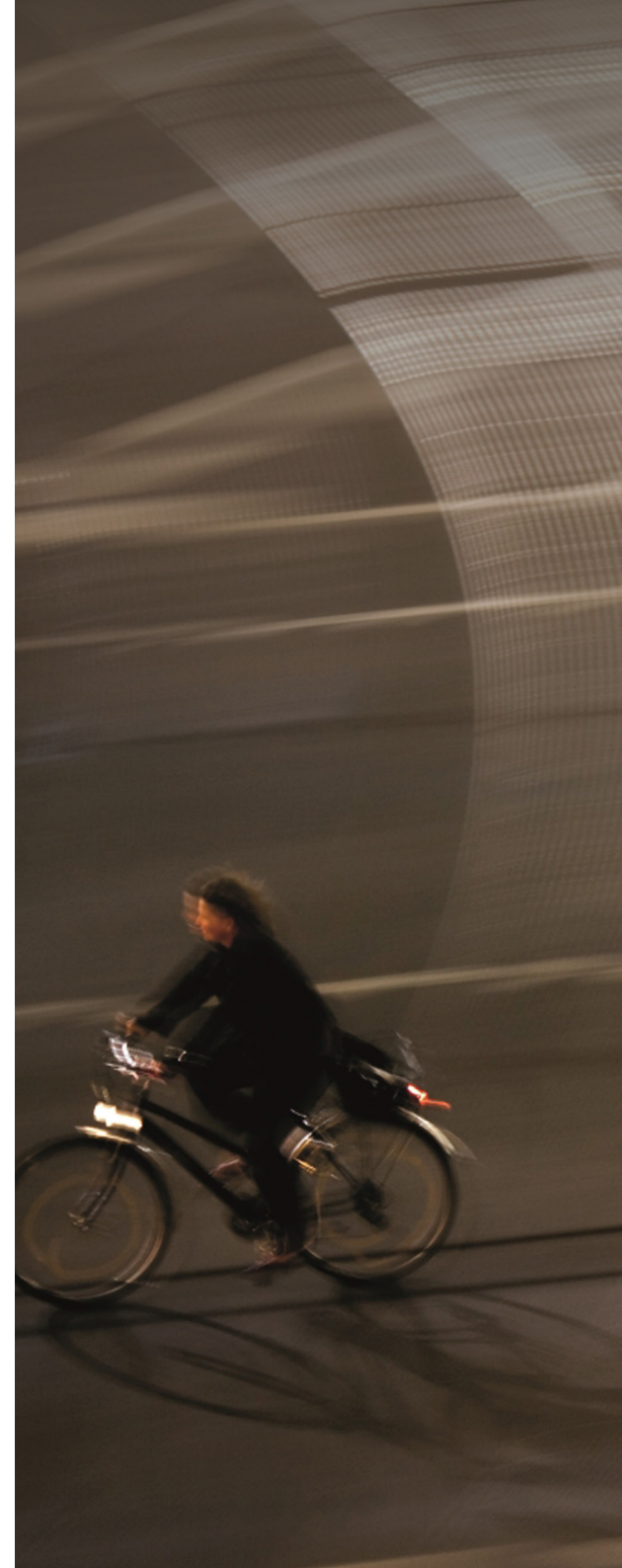
Identify sudden changes in international roaming

At a European operator, the operations and customer care teams wanted to detect sudden changes in international roaming immediately. Traffica helped them identify such changes in the pattern of calls to the target network. They could spot spam calls from known countries that generate huge phone bills through roaming charges. As a result, the operator can block numbers to protect its own subscribers, safeguarding the goodwill of customers and reducing churn.

Case 3

Monitor network load at a mass event

One operator in Asia wanted to monitor the network load during a mass event attended by 1.5 million subscribers. With Traffica, it could constantly monitor the sites with high traffic and detect any possible problems quickly. This helped the operator reach a 100 percent LTE bearer and VoLTE success rate with Nokia radio infrastructure during the event.



“Traffica is a strategic tool for us. It detects, in real-time, performance degradations affecting subscribers. Now in Claro Argentina, we are working with Traffica for MSS, Packet Core, RNC and EPC.”

Claro Argentina



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About Nokia

Nokia is a global leader in the technologies that connect people and things. Powered by the innovation of Bell Labs and Nokia Technologies, the company is at the forefront of creating and licensing the technologies that are increasingly at the heart of our connected lives.

With state-of-the-art software, hardware and services for any type of network, Nokia is uniquely positioned to help communication service providers, governments, and large enterprises deliver on the promise of 5G, the Cloud and the Internet of Things. **<http://nokia.com>**

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