Ribbon Analytics Subscriber Profile

Ribbon Analytics' Subscriber Profile allows mobile operators to segment and profile their subscribers based on data usage patterns, interests and content preferences. Together with data from the operator's CRM or 3rd party user segmentation data, a complete view into subscriber behavior can be obtained. This enables the operator's marketing, product and pricing teams to plan and fine tune service plans and offerings. Marketing teams will be able to focus their strategic decision-making for increased retention and enhanced customer lifetime value.

Enabled from the Ribbon Protect big-data platform, this the Subscriber Profile application processes all usage data across the mobile network to generate rich subscriber level profiles to feed operator data warehouses and business intelligence systems.

Subscriber Profile Insights

- **Promote products and services based upon behavioral analysis**
- **Compare carrier services vs. OTT**
- **Identify fast rising apps for partnerships/sponsored data**
- **Drive advertising based upon subscriber segments**

Increase & protect ARPU with targeted promotions & innovative product offerings

Capabilities

- A 360° view into subscriber specific usage data spanning multiple analytics metrics, dimensions and time granularities across the entire long tail.

- Rich per subscriber data for content types, destinations, applications, content categories, devices, locations and networks.

- Ingestion of HTTP clickstream and IP Flow usage logs from mobile access gateways, network probes and DPI data sources.

- "Lossless Data Aggregation" and enrichment of raw subscriber usage records.

- Subscriber data delivered to an operator's data warehouse in CSV format on a monthly, weekly or daily basis.

- Web user interface to enable viewing of individual subscriber usage summaries and profiles.

- Ability to obfuscate subscriber IDs via hashing algorithms.

Benefits

- Develop enhanced customer lifetime value scores from detailed subscriber usage behaviors to guide strategic decision-making around high and lower value segments.

- Assess the existing composition of usage behaviors and trending in order to model new shared data or specialized service bundles.

- Segment users based upon usage distributions, content affinity, device preferences and geography to assess new service plan options.

- Increase ARPU by zeroing in on customers with greatest spending potential with tailored communications, promotions and offers.

- Reduce customer acquisition costs through targeted marketing.

- Increase revenue by upselling and cross-selling the latest devices, service plans and products to the right audiences.

Sub Profile for Advanced Pricing Analysis

#Sub	Publisher	Category	SubCategory	Hits	Data (MB)	PV	Sessions	Time (secs)
123C	YouTube	Media	Online Video	7	3.84	1	1	281
123C	Weather	News	Weather	12	0.28	2	1	3
123C	Google	Portals	Search	11	0.27	1	1	87
123C	Netflix	Media	Online Video	15	610	3	1	424
XA3V	Facebook	Social Media	Social	2	0.101	19	3	126
XA3V	Amazon	Retail	Online Stores	521	4.98	35	4	626

- **Profile subscribers based on usage & behavior**
- **Create enhanced pricing plans based on profiles & audience analysis**

Platform Details

The Ribbon Analytics platform brings you out of the box applications specifically designed for mobile operators. Ribbon Analytics solution collects, enriches and analyzes mobile usage and operationalizes a range of business improvement and new revenue opportunities across operator marketing / product, 3rd party data monetization, customer care and network organizations.

Visualization UI	HTML5-based web user interface with role-based access controls
Catalog Taxonomy	Rich catalog of web destinations, applications, brands, devices and content categorization with Dynamic Learning
Privacy Controls	• Native Privacy Dial™ settings for processing All, Not Opted-Out and Opt-In Subscribers • Obfuscation of subscriber info via configurable hashing • Content filtering of extracts per operator privacy policy
Data Sources	Usage Logs – HTTP and IP Flow DPI logs support from a broad set of vendors/Operator CRM - Age, Gender, Income, 3rd party User Segmentation (e.g. Acxiom, Nielsen), Throttling/Tethering Limits, Service Plans
Architecture	Massively scalable 3 layer architecture with redundant node configurations: • Reporting, Extracts and Visualization UI • Big Data Aggregation & Modeling (both aggregates and subscriber profiles) • Capture, Lossless Aggregation, Data Processing & Enrichment (centralized or distributed deployment options)

About Ribbon

Ribbon Communications (Nasdaq: RBBN) delivers communications software, IP and optical networking solutions to service providers, enterprises and critical infrastructure sectors globally. We engage deeply with our customers, helping them modernize their networks for improved competitive positioning and business outcomes in today's smart, always-on and data-hungry world. Our innovative, end-to-end solutions portfolio delivers unparalleled scale, performance, and agility, including core to edge software-centric solutions, cloud-native offers, leading-edge security and analytics tools, along with IP and optical networking solutions for 5G. We maintain a keen focus on our commitments to Environmental, Social and Governance (ESG) matters, offering an annual Sustainability Report to our stakeholders. To learn more about Ribbon visit rbbn.com.

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