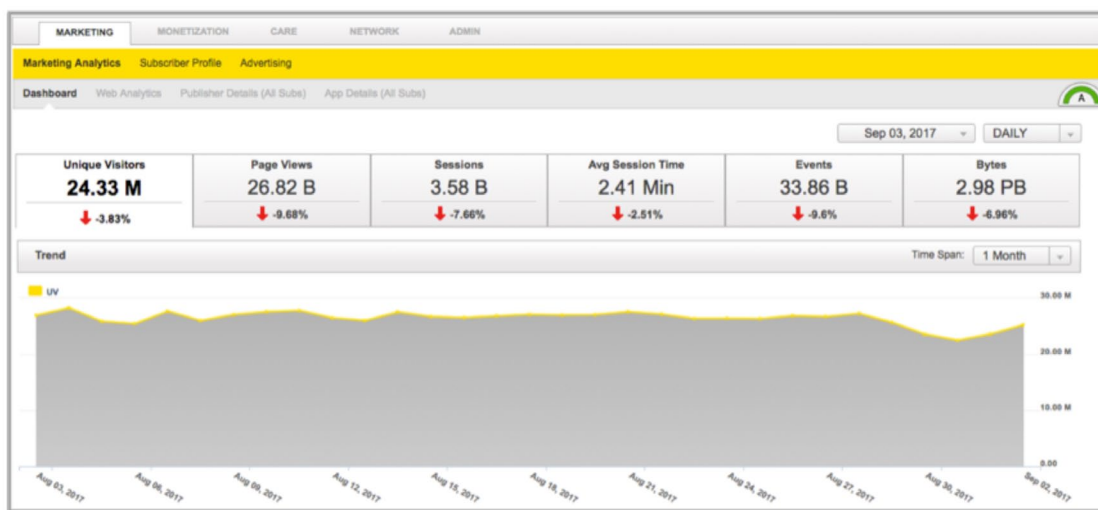


Ribbon Marketing Analytics

Ribbon Analytics' Marketing Analytics takes the guesswork out of decision making and strategic planning by visualizing a 360° view of aggregate usage across the network and delivering actionable intelligence from network usage and other operator supplied CRM data.

Enabled from the Ribbon Protect big data platform, this solution processes all web and application usage to profile subscriber behaviors and trends across a broad range of analytics dimensions and metrics that are accessed from a rich, interactive web user interface.



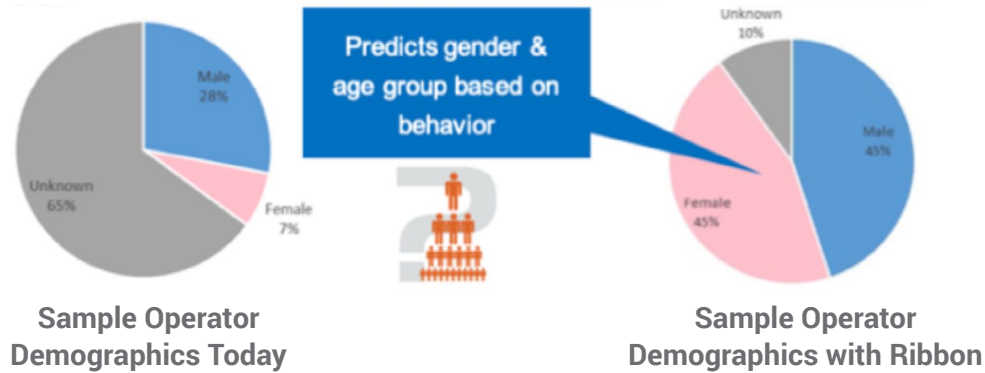
Capabilities

- An intuitive web user interface with one-click access to trends and several reports spanning multiple metrics and dimensions with configurable time granularities.
- Business intelligence style report drill-downs to deeply analyze behaviors with bar, pie and trend charts and tables.
- Rich, multi-level dimensions for destinations, applications, audience profile, devices, locations and networks.
- Dynamic Learning maintains a comprehensive catalog of web destination brands, applications and devices including discovery of emerging new catalog items.
- Ingestion of HTTP clickstream and IP Flow usage logs from mobile access gateways, network probes and DPI data sources.
- Integration with operator CRM feeds to layer in reporting by age, gender, income, service plan info, consumer segments.
- MS Excel export of reporting data

Benefits

- Provide out-of-box answers to key questions raised by marketing, pricing, product, device, and advertising teams.
- Discover distributions and trends by demographics and, plan types, and regions.
- Monitor weekly scorecard reports to identify emerging and declining web content, mobile application usage, application downloads, and device models.
- Pinpoint the best content publishers and application pre load partners for revenue sharing opportunities and marketing programs.
- Monitor device launches, identify buyer's remorse trends, and plan upgrade promotions.
- Locate the most effective web properties for your advertising campaigns and promotions.
- Compare consumer engagement across different brands.
- Spot data usage trends for timely and more directed infrastructure investments.

Inferred Demographics




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	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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.

Contact Us  Contact us to learn more about Ribbon solutions.