



Data services has never been more critical with the growth of 5G and IoT. Data services include a wide range such as video streaming, video conferencing, gaming and more, offering high growth areas for telecom operators. With most data services encrypted, gaining critical insights into these services to ensure quality of experience remains a challenge.

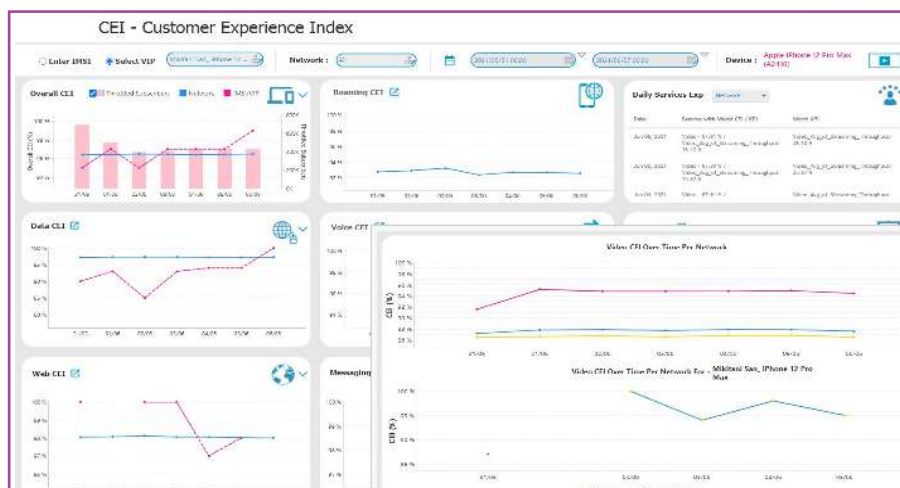
RADCOM Data Services Analysis is a vital tool for mobile operators, providing comprehensive insights into how users interact with the network. Monitoring user plane data, RADCOM Data Services Analysis allows operators to maintain network performance, enhance security, and optimize the customer experience. This includes continuous tracking of data traffic, such as video streaming, gaming, internet browsing, and other services helping to ensure quality service and accurate resource allocation.

RADCOM Data Services Analysis attains quality of experience (QoE) and quality of services (QoS) insights into data usage, gain insights into traffic management, forecast demand and ensures smooth delivery of services. The solution offers 24/7 capture of over-the-top (OTT) QoE, service utilization for all subscribers, and network troubleshooting for accessibility, mobility, and more, using advanced deep packet inspection (DPI), AI/ML and heuristic modeling. Differentiating data usage at home versus the office or roaming, it highlights roaming package dependencies.

RADCOM Data Services Analysis offers operators clear visibility across encrypted networks and a deeper understanding of the QoE being delivered to the customer.

Benefits:

- Proactively monitors all data services, including OTT applications and services
- Offers AI/ML-based insights into the customer experience and network performance
- Identifies traffic congestion, balances traffic loads and optimizes network resources
- Analyzes usage trends and how subscribers consume data, improving personalized services for sales/marketing optimization
- Detects abnormal patterns indicating fraud or security breach
- Ensures transparent and accurate billing by tracking data usage
- Monitors services across all technologies and vendors like fixed wireless access and fixed broadband, to ensure quality and performance
- Correlates RAN and core data to quickly pinpoint the root cause of issues



Use Cases

Video Streaming

RADCOM Data Services – Video Streaming helps operators:

- Monitor video stream quality performance for popular applications such as YouTube and Netflix
- Decode and analyze the underlying protocols such as encrypted HTTPS and Google QUIC
- Identify overlaying video applications such as Amazon Prime Video, Facebook, Netflix, and YouTube
- Generates video KQIs such as time to start and video QoE (vMOS)

Gaming Services

In gaming, consistent and predictable low latency is key. RADCOM Data Services Analysis gives operators critical insights into gaming traffic, enabling them to reduce latency issues, pinpoint problem areas, and ensure that gaming service-level agreements (SLAs) are met.

RADCOM Data Services – Gaming Services offers operators the following benefits:

- Reduces mean-time-to-respond (MTTR) for poor latency performance
- Intuitive and useful root cause analysis capabilities for faster troubleshooting
- Detects abnormal device behavior or high-traffic sites
- Provides insights into top gaming trends for new revenue streams
- Improves customer support for gaming latency issues
- Guarantees SLA for gaming plans

Key Features:

- **Traffic Management and Optimization:** Analysis of actual user traffic allows operators to balance network load and resolve congestion, ensuring smooth service delivery
- **Quality of Service (QoS):** Key performance metrics like latency and packet loss are tracked to guarantee the network meets required QoS levels
- **Customer Experience Improvement:** User data consumption patterns help operators adapt services, leading to improved customer satisfaction
- **Network Planning and Capacity Management:** High-demand areas can be tracked with peak usage times to enable better resource planning
- **Security and Fraud Detection:** Data usage patterns help identify suspicious activity, enabling quick responses to potential fraud or security breaches
- **Billing and Usage Verification:** Verification processes ensure accurate billing, reducing disputes and preventing revenue leakage

RADCOM (Nasdaq: RDCM) delivers real-time network analysis, troubleshooting, and AI-driven insights to ensure a superior customer experience. Utilizing cutting-edge technologies for over 30 years, we provide dynamic service assurance through the following solutions, including: RADCOM Customer Experience, RADCOM Network Performance, RADCOM Operational Efficiencies, RADCOM Network Troubleshooting, RADCOM Revenue Generation, RADCOM Service Quality and RADCOM Network Tapping.

For more information visit: <https://radcom.com/>