



REDEFINING TELCO ANALYTICS

INNOVATION IN NETWORK INTELLIGENCE

WWW.POLYSTAR.COM

ENABLING A CUSTOMER - CENTRIC APPROACH

With the award-winning **KALIX**, CSPs benefit from unique, **UNIFIED VIEWS OF CUSTOMER, SERVICE AND NETWORK INSIGHTS**, delivered in near real-time. The rich data provided gives unparalleled understanding of customer experience and how it is affected by service and network performance.

DEMOCRATISING TELCO ANALYTICS

Stakeholders in the CSP organisation need access to data to help them make informed decisions quickly. **KALIX** makes **data accessible to all**, democratising telco analytics for business, commercial, as well as technical teams. It makes complex data comprehensible, so technical knowledge is not required.

KALIX empowers data-driven decisions, transforming the efficiency and effectiveness of entire organisations. Views can be configured for each team, ensuring that each portal is tailored and **adapted to their unique needs**.



AGILE DATA VISUALISATION

Polystar enables agile visualisation of data with a comprehensive end-to-end view, spanning network, services and subscribers. **KALIX** generates dynamic reports – every data point is clickable, and every click reveals a new set of data the user can analyse. **KALIX** offers intuitive work-flows, the ability to **interact with live data, run ad-hoc analyses, build reports, share and collaborate**. Alarms can be triggered based on traffic behaviour and customer experience, allowing further investigation, quickly and effectively. All data is provided in a single system with reporting on individual events, and can easily be shared with other platforms.

Polystar delivers metrics that really matter, giving CSPs essential visibility of real-time network, customer and service performance, aligned with target KPIs. These enable CSPs to enhance customer experience, operational efficiency and identify new revenue streams from data monetisation. And, as technical knowledge is not a prerequisite, more users can contribute to performance optimisation and obtain value from **KALIX**.





REDEFINING TELCO ANALYTICS

The need to discover and act on new information is growing in urgency. Not only do CSPs need to be able to uncover insights from their network in real-time, they also need to be able to act faster and implement changes and adaptations more rapidly.

Crucially, CSPs also need to adopt a proactive operational stance, anticipating issues before they affect customers or services and learning from accumulated historic data. **KALIX** provides the insights necessary to achieve this, giving new power to CSPs.

With **KALIX**, Polystar helps CSPs to improve customer experience, optimise network efficiency, increase agility, reduce time to action and accelerate the decision-making process. It combines network service and quality assurance with passive probing to ensure consistent excellence.

KALIX offers outstanding usability. It provides intuitive workflows, the ability to interact with live data, run ad-hoc analyses, build reports, share data and collaborate. It includes the ability to identify and highlight the number of customers that are affected by network and service degradation: **a 360° insight of your customers** with clear visualisation that enables service performance to be viewed at a glance.

Geolocation capabilities allow issues affecting subscribers, services and network quality to be pinpointed. Users can drill down to root cause analysis and PCAP traces, allowing them to investigate individual messages and their specific parameters. They can easily review session sequences and flows to isolate any issue.

KALIX is dramatically changing the way in which CSPs understand customer and service behaviour. It allows them to secure valuable insights from network data, enabling more people to make data-driven decisions.



KALIX BENEFITS

Real-time customer-centric data visualisation helps CSPs to:



OBTAIN ACTIONABLE, CUSTOMER-CENTRIC INSIGHT

Highlight and identify users affected by network or service issues in real-time



LEVERAGE TAILORED DATA THROUGHOUT THE ENTIRE ORGANISATION

Enable different teams to leverage a data platform that everyone in the organisation can use, explore and rely on



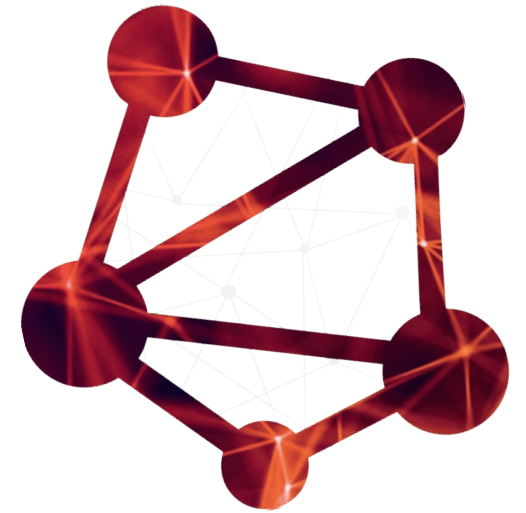
DELIVER METRICS THAT MATTER

Empower users with relevant metrics optimised for their unique needs



ELIMINATE DATA SILOS

Consolidate data, reduce costs and provide a single pool available to key systems, accessible through **KALIX** portals



POLYSTAR IS REDEFINING TELCO ANALYTICS, BRINGING UNPRECEDENTED EASE OF USE AND CREATING AN ENTIRELY NEW WAY OF VISUALISING NETWORK, SERVICE AND SUBSCRIBER DATA.

OPEN ARCHITECTURE

Polystar’s open architecture allows seamless integration with external data sources and platforms that enrich and complement network and subscriber data, whether it’s individual network elements, other probes, or third-party systems, such as a CRM.

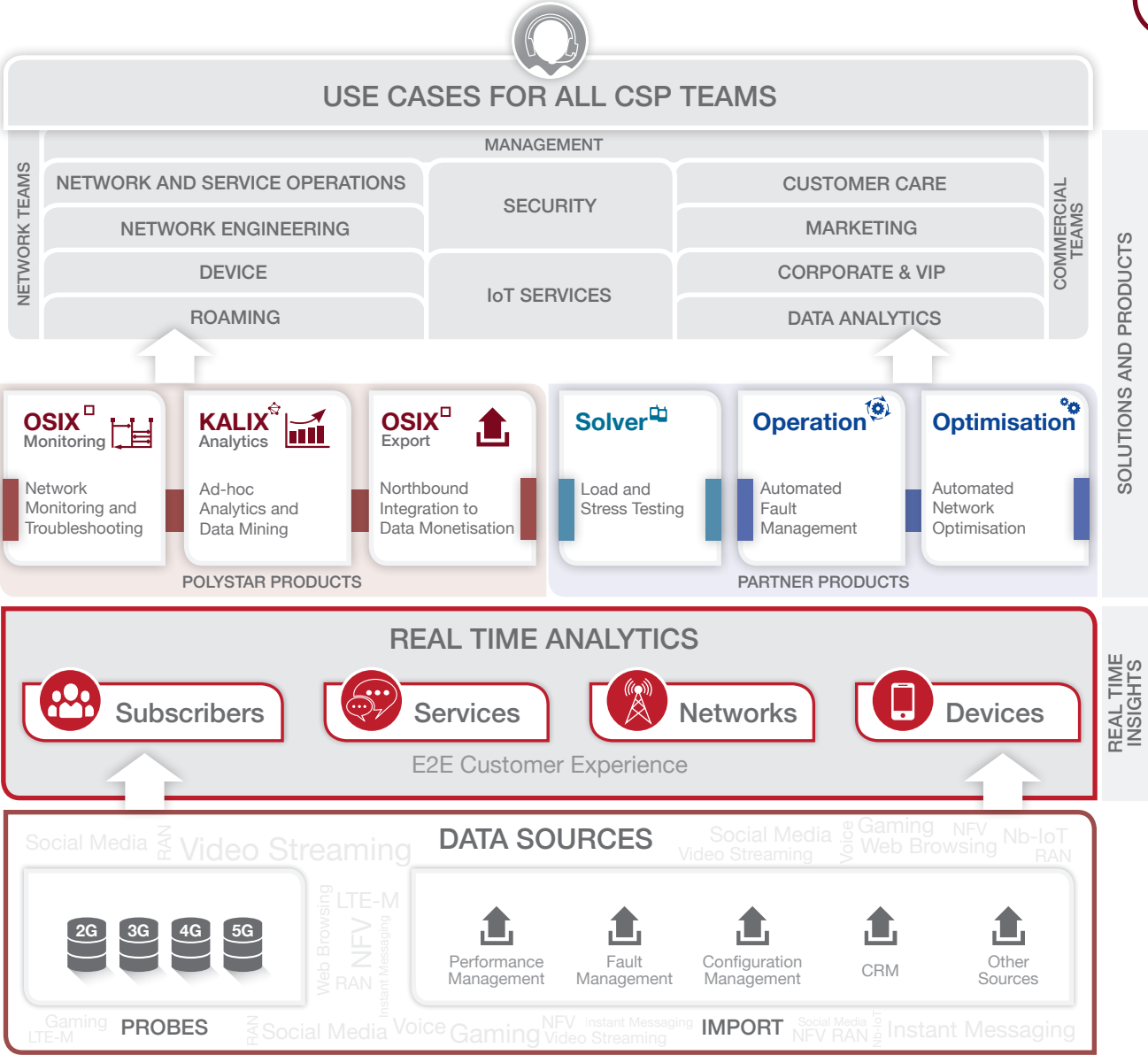
By combining multiple data-sources in a single interactive view, **KALIX** helps CSPs leverage and consolidate their existing Operational Support System environment.

PROFESSIONAL SERVICES

KALIX can rapidly be adapted to fit your operational needs and processes. Supported by a global Professional Service Organisation, the cost and time to deliver uniquely configured use cases and workflows have been cut dramatically.

Our professional services team works hand-in-hand with CSPs to define and implement best practice to maximise the efficiency of its use and ensure consistent ROI. They are experts, with deep and relevant subject-matter experience. They will share unique knowledge and insights, gained from numerous implementation and optimisation projects.

POLYSTAR SOLUTION PORTFOLIO





Polystar is a leading provider of real-time monitoring and analytics platforms to more than 100 CSPs worldwide. The company's solutions deliver tailored insights into network, service and OTT application performance. These insights allow stakeholders to enhance customer experience, operational efficiency, and identify new revenue streams from data monetisation.

Polystar's products enable the smooth introduction of new technologies and services, including 5G, NFV and IoT, helping CSPs build and operate cost efficient, secure and reliable networks.

Powered by Elisa Automate, Polystar also ensures proactive management of networks through automation of operational processes, driven by machine learning. CSPs benefit from faster fault resolution and more efficient use of both operational and network resources.

Polystar was founded in Stockholm in 1983. The company has experienced continuous growth and has evolved to become a global company, serving customers and partners in over 50 countries. Since June 2019, Polystar has been part of Elisa. For more information, please visit www.polystar.com

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