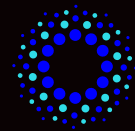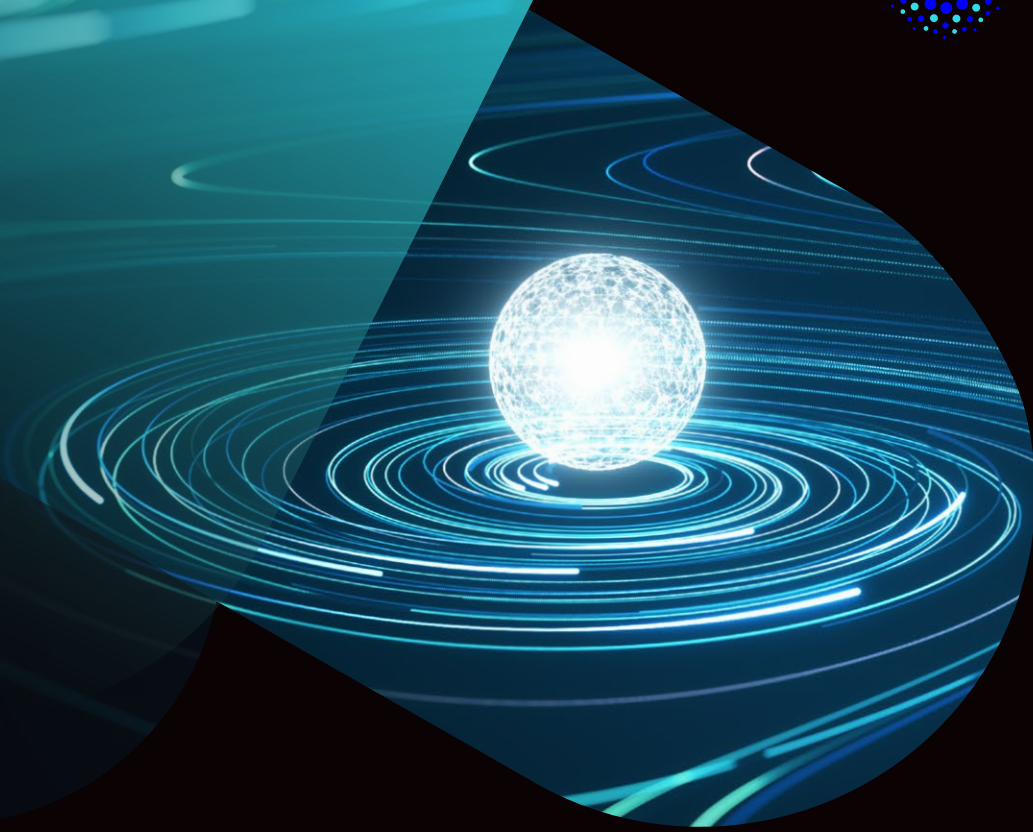# Active Intelligence Platform (AIP)

Realize your data's full potential

aip

mobileum

Action driven by intelligence

Active Intelligence Platform

An integrated platform that eliminates data silos and enables limitless insights

The ability to discover, analyze, and derive valuable business insights from raw data is going to be one of the key differentiators amongst operators. With Mobileum's Active Intelligence Platform, CSPs can make informed, data-driven decisions leading to improved customer retention, optimized infrastructure spend, accelerated digital transformation and business growth, by enabling them to:

- Transform raw data into meaningful and actionable insights
- Develop AI/ML models quickly - and then act on the results
- Control domain specific data lifecycle by leveraging data Lakehouse
- Engage decision-makers through real-time data analytics through self-serve BI tools
- Activate the power of data to make better business decisions
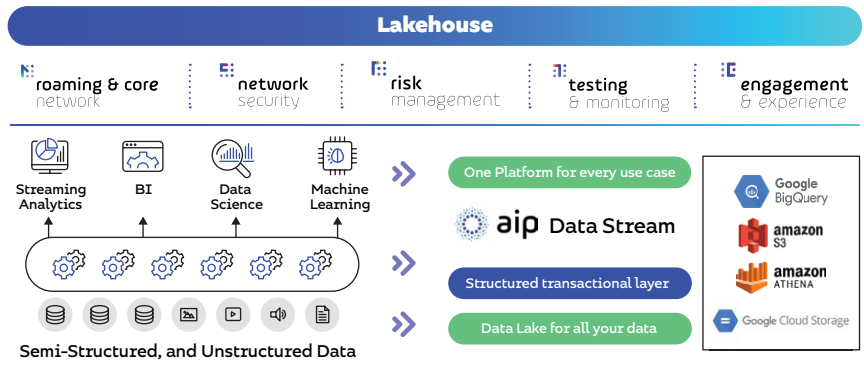
Active Intelligence offers a prebuilt catalogue of telecom products

Roaming & Core Network

Allows CSPs to have a holistic view of their roaming business through pre-packaged modules with built-in analytics derived by the Active Intelligence platform. Streamlining roaming business performance allows CSPs to gain insights into business performance and capture new monetization opportunities.
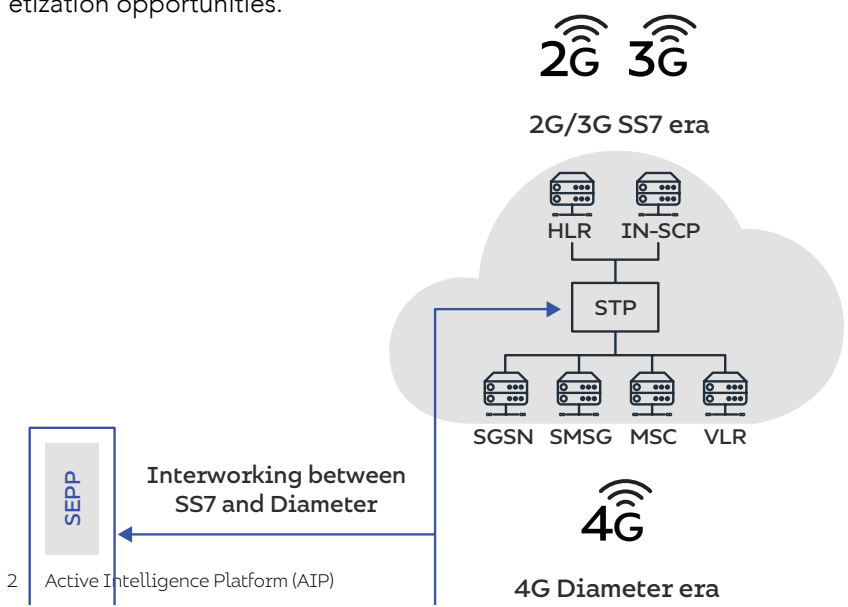
At a glance

AIP is a one-stop integrated platform for all needs of a CSP, independent of its size and data volume. As 5G becomes crucial to deliver customer service expectations, an increase in network data will make the traditional data collection process unsustainable.

Mobileum's Active Intelligence platform leverages advanced analytics capabilities to deliver closed-loop assurance and automation. Using Machine Learning and Artificial Intelligence the platform can deliver real-time traffic and customer analytics, as well as apply business logic to inform customer and traffic management decisions, assess risk, and protect the network.
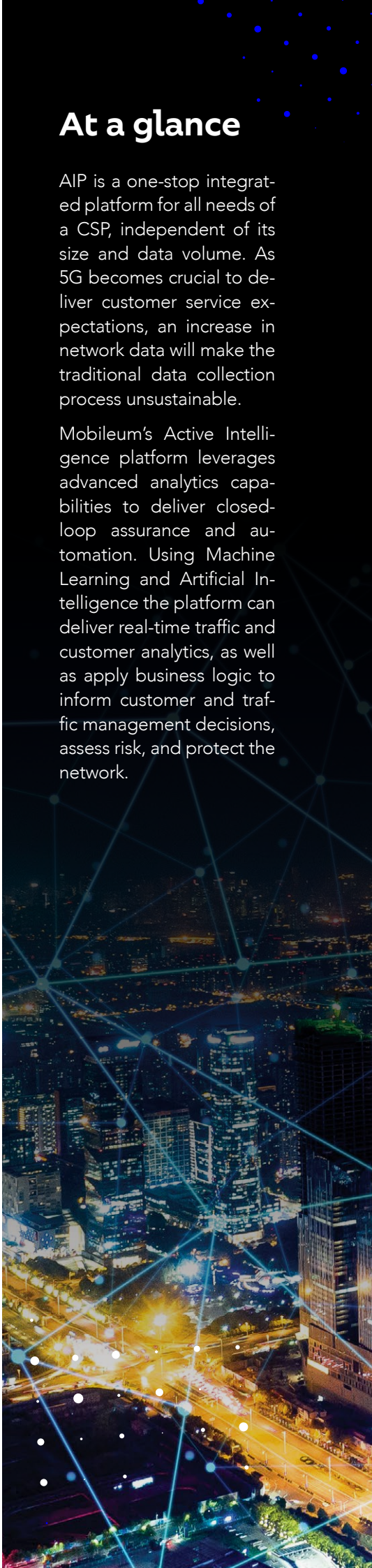
Key Benefits

Streamlining Operations and Cutting Costs

Reducing cost through automation and proactive assurance.

Elevating Customer Experience

Improving customer satisfaction anticipating and correcting anomalies before they impact the end-user.

Meeting SLAs with Precision

Helping meet use-case specific SLAs by combining passive visibility with active testing solutions.

Empowering Businesses with Data Monetization

Unleashing data monetization and new revenue opportunities.
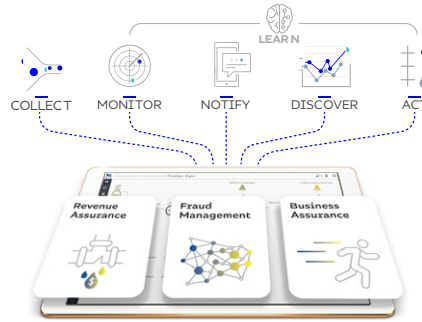
Accelerate business decisions

Accelerating time-to-market, enabling new services to be deployed faster and with higher confidence.

Securing Networks in Real Time

Protecting the network and its customers from bad actors by mashing up disparate data sources and taking actions in real time.

Risk Management

Empowers risk-based decisions across the telecom value chain with a unified data environment and analytics derived by the Active Intelligence platform. Offers access to a prebuilt catalogue framework which can be used for end-to-end risk management across telecom processes and improve your risk mitigation approach by applying continuous control monitoring on top of data.

Network Security
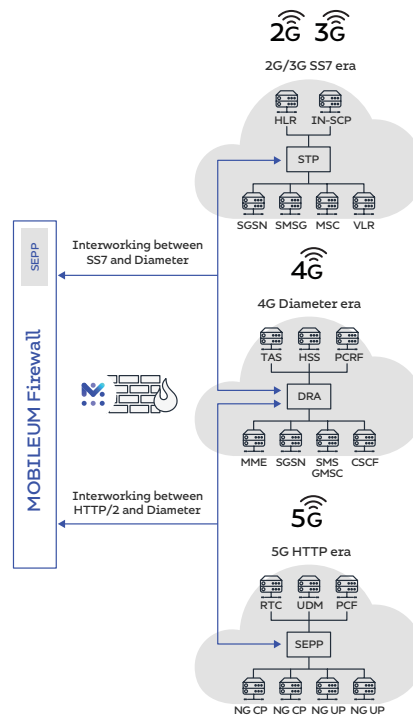
Offers full protection over a range of network signaling protocols across SS7, Diameter, GTP, MAP, CAMEL, and HTTP/2. Built on top of Active Intelligence platform, Mobileum's Network Security solutions are well-positioned to provide comprehensive network security across 5G, 4G, 3G, and 2G, MNOs networks. Mobileum's SEPP, designed as per 3GPP specifications, will add an extra layer of defense, and play a critical role in protecting inter-operator 5G roaming.

Testing and Monitoring
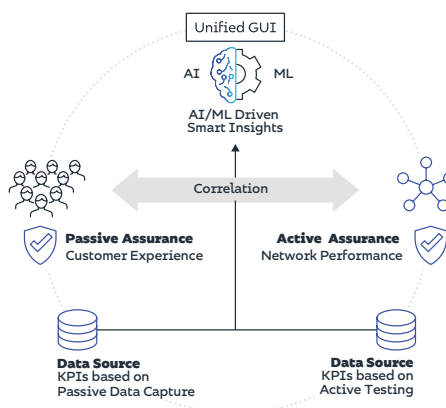
Leveraging AIP components, this self-learning solution suite enables operators to perform network upgrades and fully test new releases, automated as needed, in the lab, in production before deployment, and up to operational levels, while supporting DevOps and CI/CD/CT. By generating cross-correlation analyses across user KPIs, network KPIs and service KPIs, it gives 360° insights into the quality of service and network performance. Furthermore, it provides the intelligence that will enable future closed loop automation necessary for 5G standalone networks.

Engagement & Experience

A proprietary state-of-the-art Deep Network Analytics (DNA) technology that enables an extensive suite of Network and Business Solutions for CSPs. The solutions leverage AIP components to scale the value of Telco data and enable CSPs to deliver better network connectivity and optimal customer experience, drive commercial and marketing initiatives, and capitalize their data monetization potential.

- User Plane and Control Plane KPIs
- Cell Performance Metrics
- Timestamped Geolocation
- Primary and Tethered Devices
- KPIs/KQIs per Application
- KPIs/KQIs per App/Web Category

- Provisioned Data (e.g. Billing)
- Service Performance
- Quality of Experience
- Volume Consumption
- RAT Transitions
- Local and Roaming Digital Behaviour
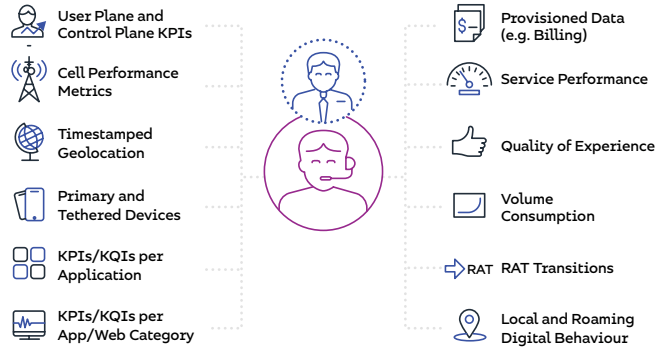
What can you do with AIP?

Monitor your business end-to-end

Correlate business, operations and network stacks to scan the business continuously and identify abnormal patterns

Automate value added actions

Strengthen your network automation and management capabilities, leveraging data analytics and closed loop automation to act on results

Improve customer experience and engagement

Build a strong customer journey and improve customer affiliation, based on customer-driven insights gathered across diverse network, services and device touchpoints

Accelerate and assure 5G deployments

Perform Complete lifecycle support of 5G services from lab to live with CI/CD/CT driven automation

Customer experience analytics and actions

Derive a CX that has a holistic view as well as customer-driven insights and actions by leveraging diverse datasets across network, services and devices.

Link Fraud and Security

Leverage security intelligence feeds to build an extra layer of protection to stop emerging fraud types

aip

Mobileum's ACTIVE INTELLIGENCE PLATFORM cuts through data silos to provide limitless insights, helping you realize the full potential of your data.

Why Mobileum?

Mobileum is a leading provider of Telecom analytics solutions for roaming, core network, security, risk management, domestic and international connectivity testing, and customer intelligence. More than 1,000 customers rely on its Active Intelligence platform, which provides advanced analytics solutions, allowing customers to connect deep network and operational intelligence with real-time actions that increase revenue, improve customer experience, and reduce costs. Headquartered in Silicon Valley, Mobileum has global offices in Australia, Argentina, Belgium, Brazil, Egypt, Germany, Greece, India, Indonesia, Malaysia, Mexico, Portugal, Singapore, Spain United Arab Emirates, and the UK.

Learn more in www.mobileum.com
and follow @MobileumInc on Twitter

Know more

Meet us

mobileum
Action driven by intelligence