

Mobile Voice Core (IMS) & Mobile Analytics

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1.7 Billion

2/3 of 4G Networks Still Use Circuit Switched Voice

769

Mobile Network Operators (MNOs) worldwide

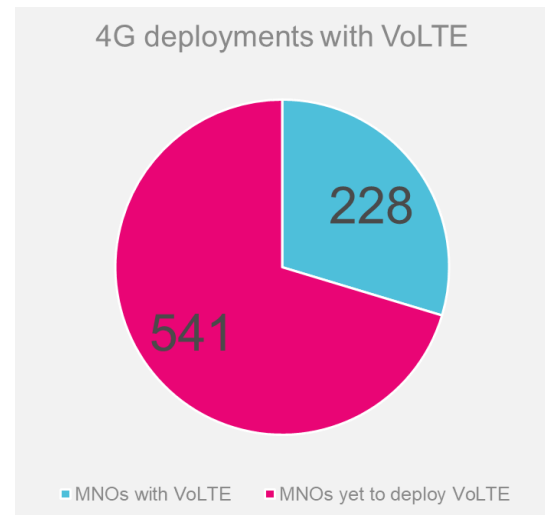
541

MNOs using 2G/3G spectrum for voice

228

MNOs with IMS/VoLTE

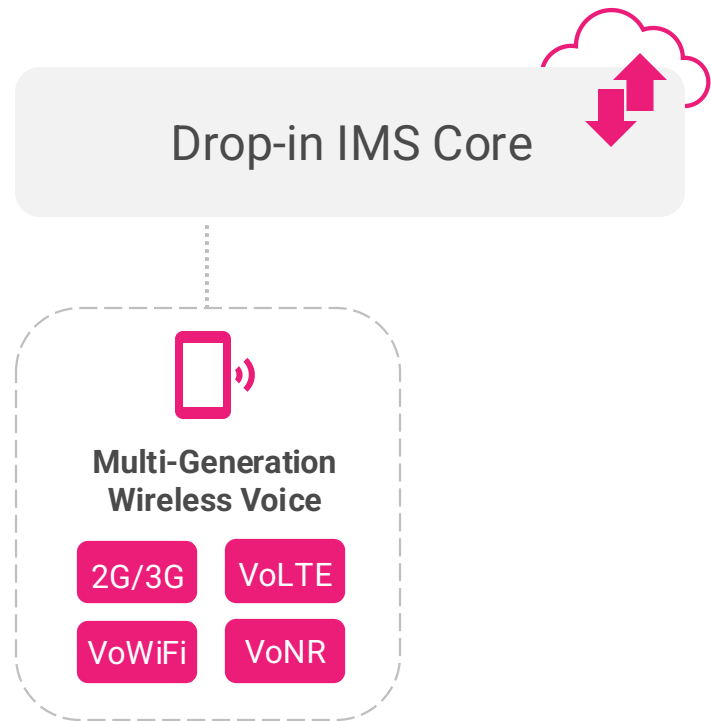
- Pressured to replace Huawei and ZTE
- Investing to align IMS core with containerised 5G Core



Source: GSMA / Nokia

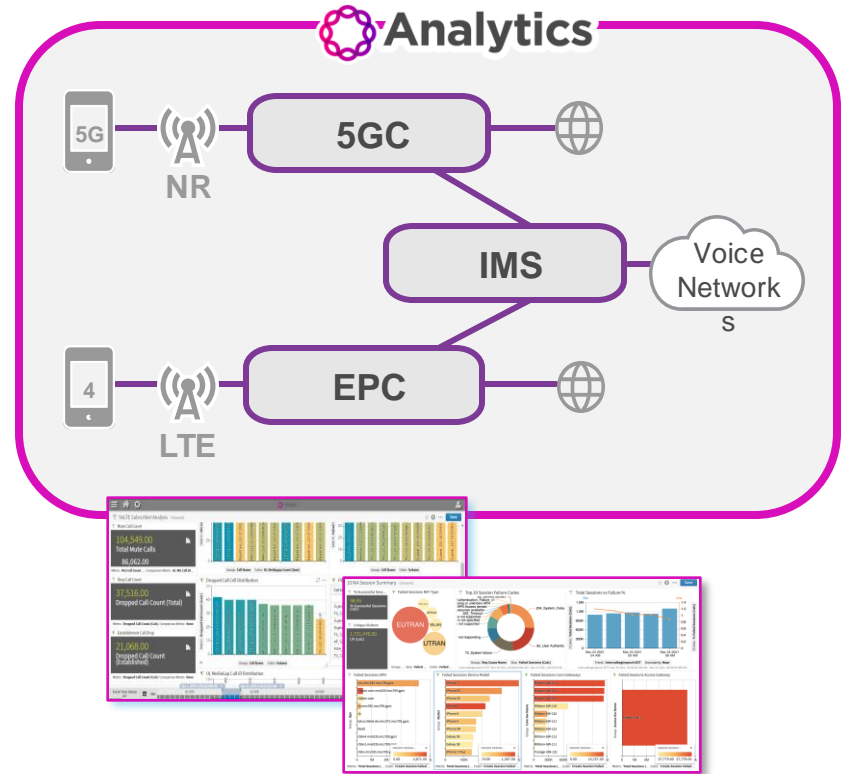
Drop-In IMS Voice Core for Multi-Generation Support

- Leverages your existing infrastructure investments
- Tackles compatibility issues between devices and multi-generation networks
- Delivers a consistent user experience with VoLTE, VoWiFi, and VoNR



Analytics Drives Operational Excellence

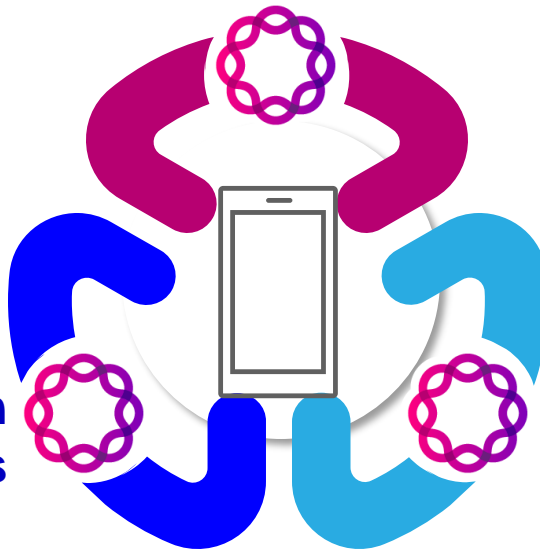
- ✓ Single solution for Service Assurance
- ✓ Multi-dimensional analysis across
- ✓ Cross-correlate across IMS, EPC, RAN, & transport
- ✓ Identify and diagnose problems & subscribers impacted



Two Decades of Global Experience

**4 Million
Subscribers**

End-to-end IMS VoLTE



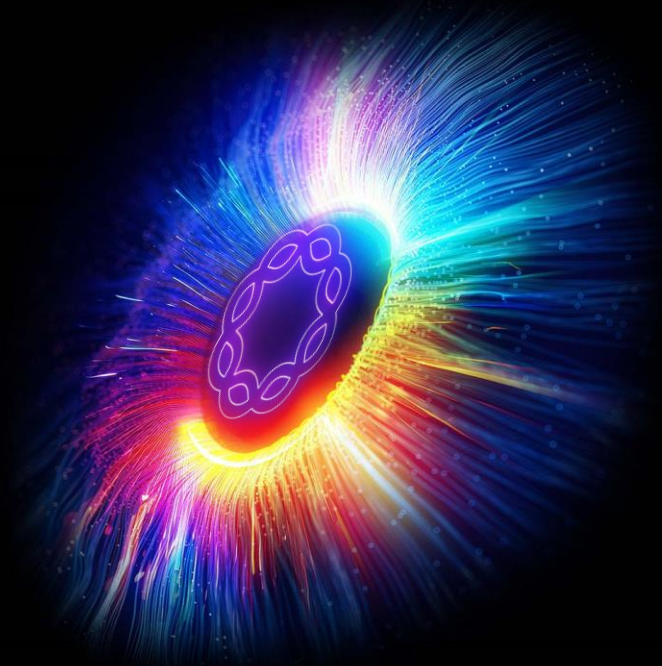
**750 Million
Subscribers**

IMS Network Functions

**500 Million
Subscribers**

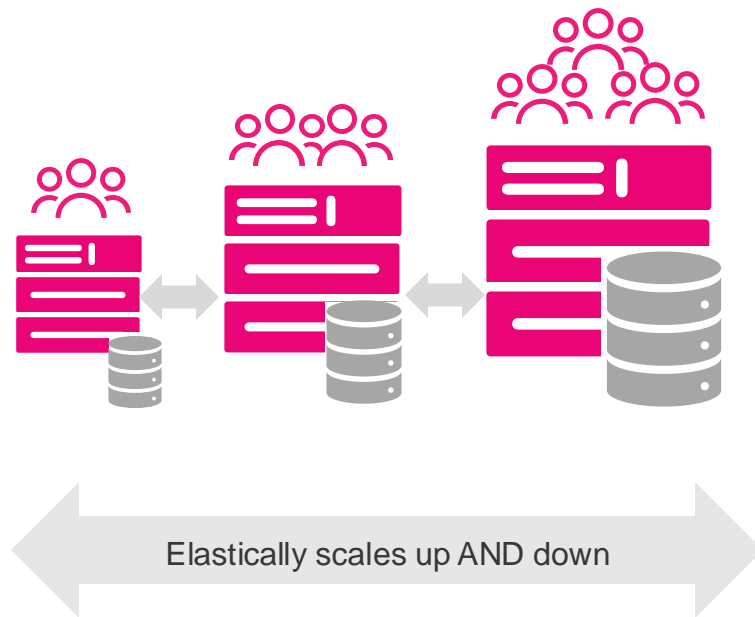
Mobile Analytics

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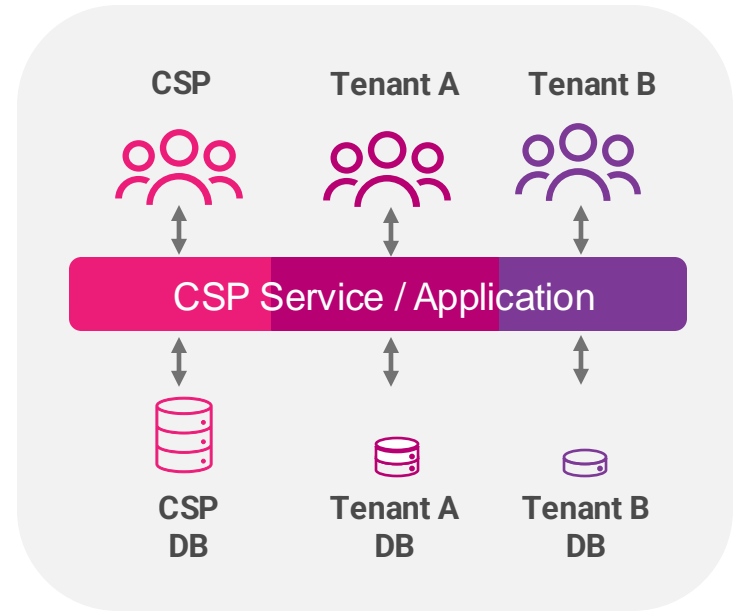
Autoscaling for Efficiency, Agility, and Cost Savings

- High availability and reliability
- Enhance agility, performance, and operational efficiency
- Optimize resource utilization and elasticity
- Reduce network footprints and achieve cost savings



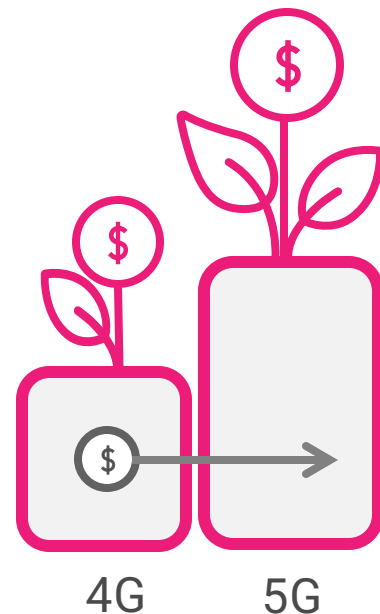
Enables Rapid Service Deployment and Automation

- Delivers unparalleled scalability, agility, and security
- Deploy as containers in Kubernetes, as well as in private, public, and hybrid clouds
- Supports microservices-based container architecture and multi-tenant deployments
- Optimized performance and resource utilization
- Secure data and resource isolation for tenants



Elevate Networks with a Single Investment that Spans Generations

- Single IMS investment for 4G and 5G
- Streamline operations and optimize resource utilization
- Enable VoLTE, VoWiFi, and VoNR in a single core
- Unlock value with scalability and enhanced services



Use Data Insights to Increase ARPU & Retain Customers

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

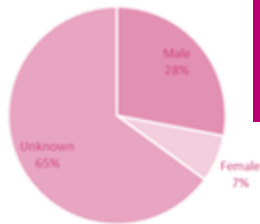
Profile subscribers based on usage & behavior
 Create enhanced pricing plans based on profiles & audience analysis

Products & Service Insights



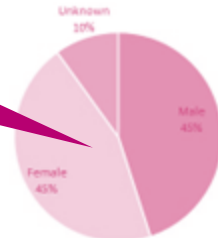
Increase & protect ARPU with targeted promotions & innovative product offerings

Inferred Demographics



Sample Operator Demographics Today

Predicts gender & age group based on behavior



Sample Operator Demographics with Ribbon Analytics

Churn Reduction



Audience Analysis to predict churn, identify retention plans, and initiate contact

Turn Data into Decisions to Maximize Mobile Engagement

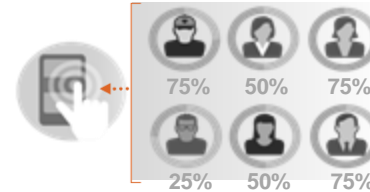
Engagement Profiling



Help Publishers understand how their customers engage with them via the mobile channel

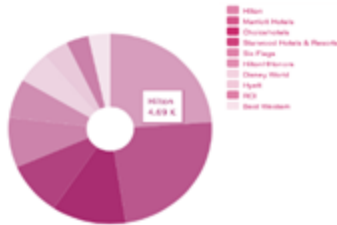
Campaign Targeting & Effectiveness

Campaign Click Through Rate



Benchmark campaign performance tune for greater success

Competitive Benchmarking



Help 3rd Party Publishers understand how their mobile brand/presence compares to competitors

Data Brokering



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