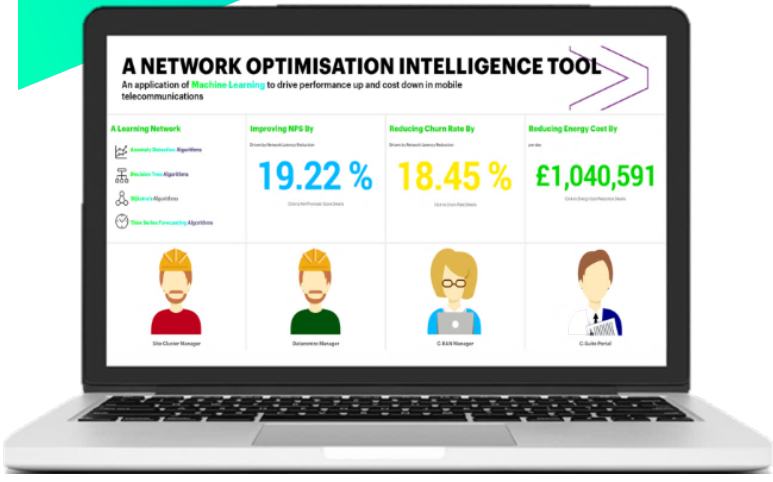
# A NETWORK OPTIMISATION TOOL

## NEVER HAVE A NETWORK OUTAGE AGAIN




## WHAT IS IT?

Telecommunications providers are facing a daunting challenge now, more than ever. Maintaining network performance and ensuring customer satisfaction are top priorities, especially in a saturated market. We are introducing the **Network Optimisation Intelligence Tool, which leverages machine learning and visual analytics technologies**. This is capable of analysing data in real-time and decreasing a network's latency in a cost-effective manner.

Our Proof of Concept takes billions of data points generated daily and uses them with four major algorithms: **Anomaly Detection, Decision Tree Analysis, Dijkstra and Time Series Forecasting.** These provide forecasts and insights and scale – whether it's predicting a surge in activity or advising on the efficiency of data centres. Furthermore, it allows the user to scale the output of the network to help reach financial targets. Not only do these insights ensure telecommunications providers are gaining optimal return on investments, but also reduce customer churn by **providing a superior customer experience**.

## KEY FACTS

**$20bn**

Annual cost of network outages to mobile network operators. [1]

**800%**

Increase in mobile data traffic in the next 5 years. [2]

**$47bn**

Predicted spending on AI and Machine Learning by 2020. [3]

## BENEFITS

1. Enables businesses to tap into **real-time data, allowing users to access immediate actionable insights** to network changes.
2. **Machine Learning** is at the heart of this tool, allowing it to learn on the job and constantly improve.
3. **Cross-industry** application tool can flexibly be applied to numerous business cases whilst **improving latency of a service** and **decreasing operational costs.**

[1] http://www.grandviewresearch.com/press-release/global-mixed-reality-market https://www.cnet.com/uk/news/microsofts-mixed-reality-vision-80-million-vr-and-ar-devices-by-2020/
[2] https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1422600/?utm_campaign=elearningindustry.com&utm_source=%2Fsurgical-simulation-training-virtual-reality-future-surgical-training&utm_medium=link
[3] https://www.idc.com/getdoc.jsp?containerId=prUS42439617