

# COGNISENSE

## Data Insights through Advanced Geo-Analytics



[www.teoco.com](http://www.teoco.com)



**COGNISENSE**

**CogniSense is a business intelligence solution that delivers actionable data insights into subscriber, device and network performance, all powered by geolocated data and advanced analytics.**

Modern mobile networks generate vast amounts of subscriber experience data. When this information is further enhanced with geolocation data and analytics, it provides extra value for engineering, customer care and marketing teams within your organization. For example, in the quest to continually improve operational efficiency, engineers need a way to rapidly resolve issues impacting the business. But finding the root cause often requires the use of advanced geo-analytics and sophisticated visualization tools. It is also important for users to be able to quickly access relevant information generated by these tools.

CogniSense was built to deliver on these requirements; providing geo-analytics dashboards with a high-level overview of network, subscriber and device performance, and customized reports to meet specific needs. You can even drill-down into charts and geographic information systems (GIS) to troubleshoot or further investigate the results of business-driven analytics.

**“TEOCO is able to offer the kind of large-footprint solutions for assurance and network planning and optimization that CSPs increasingly desire.”**

**- Analysys Mason**



**TEOCO is a network engineering tools market leader**

For over 5 years, Analysys Mason has ranked TEOCO as a leading vendor of network engineering software tools.

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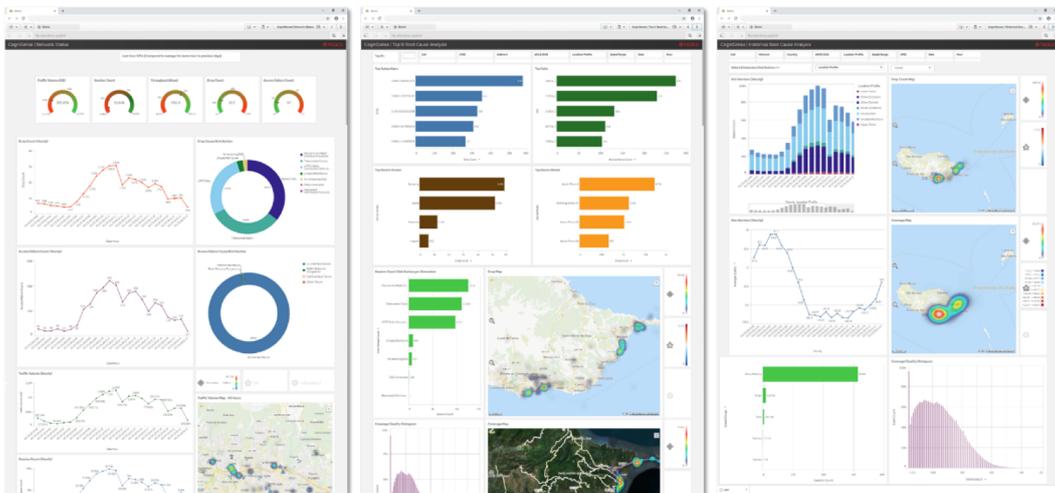


## Advanced Geo-Analytics

Best-in-class geolocation analytics and virtual drive test capabilities including binned maps, VDT with complete L3 event analysis and KPI color-coded sectors all on a GIS.

## Scalable Data Handling

Built on a globally proven, highly scalable, modern "Big Data" BI platform with a powerful HTML 5.0 web-based user interface to handle the vast amounts of data generated by modern networks.



## Actionable Insights

Focused on highlighting not only the issues but recommending resolutions too, through a rich set of graphical components for sophisticated visualizations.

## Self Service

Users can create and customize their own dashboards, analyses and charts. A reporting module enables easy creation, scheduling and distribution of great looking reports.

## Beyond Network Improvement

Data monetization and subscriber profiling with use cases such as roaming analytics and profile segmentation analytics.



**CogniSense delivers network improvement, monetization and subscriber profiling data insights through advanced, web-based geo-analytics. Use case are grouped into six Apps covering key business areas.**



## ENGINEERING ANALYTICS

Monitoring, investigation & troubleshooting of network usage & performance



## SUBSCRIBER ANALYTICS

Analysis, investigation & troubleshooting of subscriber quality of experience



## VIP ANALYTICS

KPI monitoring & historical performance analysis of individual VIPs or VIP Groups



## BUSINESS ANALYTICS

Marketing & sales analytics covering roaming & subscriber profile segmentation



## CONFIGURATION ANALYTICS

Monitoring and auditing of network parameter configuration settings



## PM KPI ANALYTICS

Monitoring and investigation of network performance based on PM KPI counters

# ABOUT TEOCO

**TEOCO is a leading provider of analytics, assurance and optimization solutions to over 300 communication service providers (CSPs) worldwide.**

Our solutions enable the digital transformation of CSPs while enhancing their network QoS, improving their customer experience and reducing their operational costs.

Through advanced analytics, TEOCO products provide actionable and measurable insights into network and customer behavior. This includes the optimization, effective monetization, and delivery of new and existing services, such as 5G.

Our commitment to network flexibility and agility makes TEOCO the obvious choice for CSPs looking to maximize the revenue potential of 5G investments and capitalize on new opportunities tied to the emerging Internet of Things (IoT).



**Global  
Footprint**



**Extensive  
Portfolio**



**Proven  
Solutions**



“TEOCO’s market leading position in Engineering Systems reflects the success of its extensive network planning and optimization solution set, built by some very cohesive acquisitions and integrated effectively to form a leading portfolio”

- Analysys Mason