

Arbor eSeries: Optimize Broadband for Mobile

Highlights

- Inspects IP packets at 1 Gig and 10 Gig speeds in real-time with minimal latency.
- Identifies and classifies applications by looking “deep” into the packet—to application-layer.
- Measures quality of VoIP calls and maintains call detail records.
- Counts usage and generates usage records on applications and subscribers.
- Enforces usage quotas in real-time on applications used by subscribers.
- Enforces bandwidth and QoS per application and subscriber, using carrier-defined policies.
- Replicates applications or subscriber sessions for real-time monitoring and diagnostics.
- Interfaces with operations support system (OSS) for subscriber authentication, service tier provisioning, on-demand services, usage quotas and usage billing.

The Power to Claim the Rewards of Mobile Broadband

In today's mobile arena, the demand for broadband applications such as video streaming, gaming and file sharing is exploding. To turn that demand into revenue, mobile carriers must know:

- Which broadband applications are most popular with which level of subscriber?
- How often and for how long are these applications in demand?
- Which applications are on-net vs. off-net, and how to leverage that?
- How to track and bill usage based on time, volume of data and event?
- What quotas to set per subscriber?
- How much uplink and downlink bandwidth is each application using?
- How to create and price service plans that make the most of the mobile broadband opportunity?

With the Arbor eSeries solution (“eSeries”), mobile carriers can take profits to a new level by answering these questions and optimizing their mobile broadband services. By providing business intelligence and service control, the eSeries solution enables operators to create service packages that prioritize and limit traffic based on subscriber, application type, time of day and other variables. As a result, mobile carriers help prevent a small number of users from consuming the majority of bandwidth and degrading service for others.

Deep Insight into Mobile Broadband Traffic

Broadband applications are increasing the traffic on mobile networks. More traffic should lead to more revenue. But without insight into subscriber behavior, operators are unable to bill accordingly.

With the eSeries solution, mobile carriers gain deep visibility into which subscribers are using which applications—when and for how long. This insight enables operators to control and manage their services, price them more accurately, market them more effectively and deliver high quality services to all subscribers.

The eSeries solution also enables mobile carriers to generate additional revenue by providing the information needed to create premium, differentiated services such as pre-paid and post-paid service plans for mobile broadband.

Know Who's Using What and When

Over 100 of the world's broadband service providers rely on the eSeries solution for the knowledge they need to optimize their networks. The solution pairs the industry's leading deep packet inspection (DPI) technology with intelligent software to provide valuable insight into broadband usage without trespassing on subscribers' privacy. The eSeries solution allows operators to:

- Identify and measure subscribers' usage.
- Set usage caps and bill accordingly.
- Notify OSS when reaching quota limits.
- Notify subscribers when quotas are reached.
- Create distinct pricing plans based on usage.

“Arbor enables us to deliver new mobile broadband services using a quota-based model that is both proven and familiar to our customers, with the consistently high quality of experience, anytime, everywhere, our customers expect.”

Douglas Li, CEO,
SmarTone-Vodafone



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Regain Control Over Mobile Networks

The eSeries solution provides greater visibility and control over mobile broadband services. By integrating the eSeries with their OSS, mobile carriers can leverage the granular reporting system to measure application usage in terms of bytes – per subscriber – and charge accordingly. They can also set quota limits on specific application usage based on a specific subscriber’s service plan—and upgrade users in real-time, at their request.

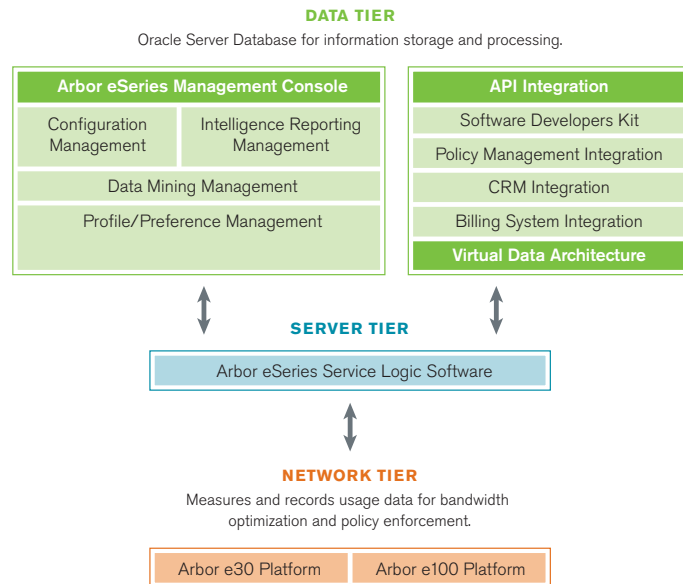
In addition, operators can control and prioritize traffic like gaming, Web browsing and instant messaging when network activity is experiencing heavy loads. They can also allow P2P applications to “burst” when capacity is available, ensuring that all subscribers are satisfied.

Deliver Differentiated, Revenue-Generating Services

Armed with the detailed reports that only the eSeries can provide, mobile carriers can see how their network is being used, by whom and for which applications—and turn that knowledge into revenue.

For example, operators can establish pricing plans for “power users” vs. “light users,” charge more for the most popular applications, or bundle them to attract more customers. They can allow subscribers to increase or decrease their service plan as their needs change. And to stay in step with customer needs, operators can launch new services for select subscriber demographics.

What’s more, the eSeries solution enables mobile carriers to provide quality broadband services to subscribers. That’s because Arbor prioritizes interactive applications that are sensitive to congestion and resolving issues before they impact subscribers.



Arbor eSeries: Unique Three-Tier Architecture

Easy, Fast and Reliable Integration

The eSeries solution for mobile broadband optimization is carrier-grade and fully redundant. The solution is based on the Arbor e30 and e100 platforms, intelligent software applications and a centralized management console. It is designed to integrate seamlessly with a carrier’s network infrastructure and operations support system. The unique, three-tier architecture makes the eSeries solution easy to deploy widely and manage centrally. Mobile carriers can even roll it out gradually, starting with local, then regional, national and international levels.