



Your Network's Edge®

# RADinsight

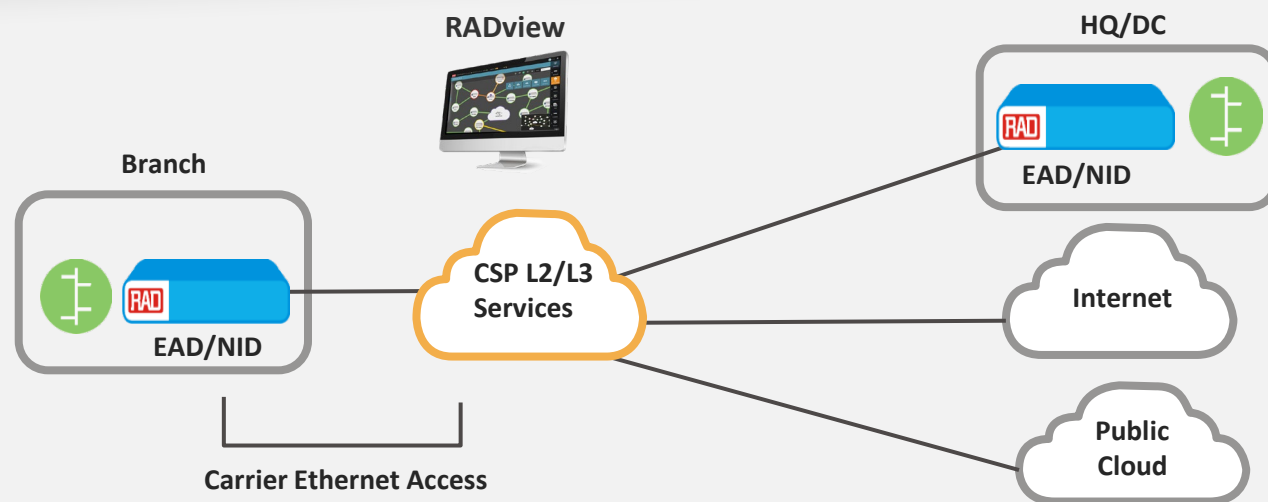
## Unlocking Customer Insights



# RAD: A Carrier Ethernet Market Leader



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- Carrier Ethernet is used for SLA-guaranteed business access to L2/L3 services:
  - L2/L3 VPN services
  - Internet access
  - Cloud connect
- RAD EAD products are award winning, MEF 3.0 certified



# RADinsight: End-to-End Service Awareness

RADview



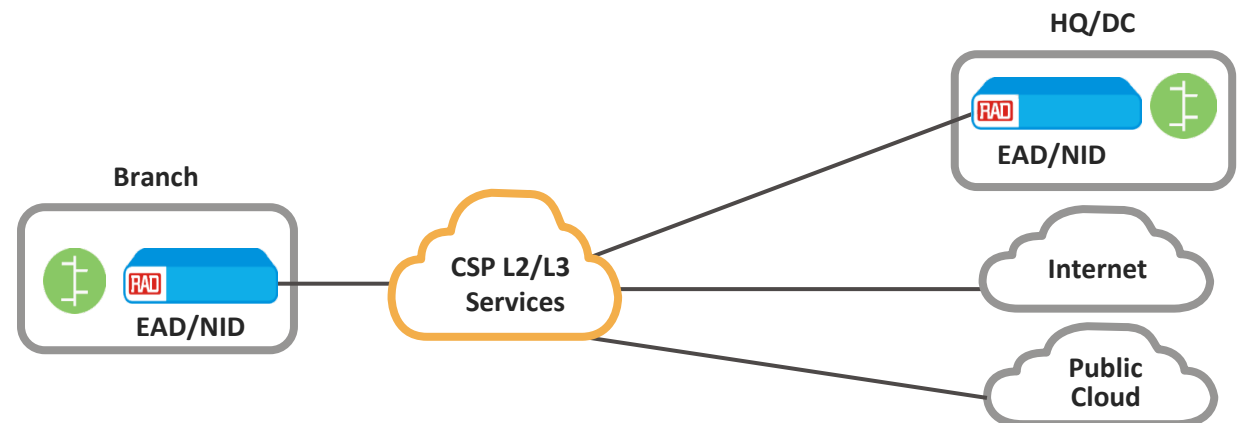
L2 network and service  
management and PM monitoring



L2-L7 service intelligence:

- Continuous monitoring
- AI-driven traffic analysis in the cloud
- End-to-end visibility
- Customer-centric insights

L2 devices



**Leveraging The Business Demarcation Location To Gain L7 Service Awareness**



# RADinsight PM (Performance Monitoring)



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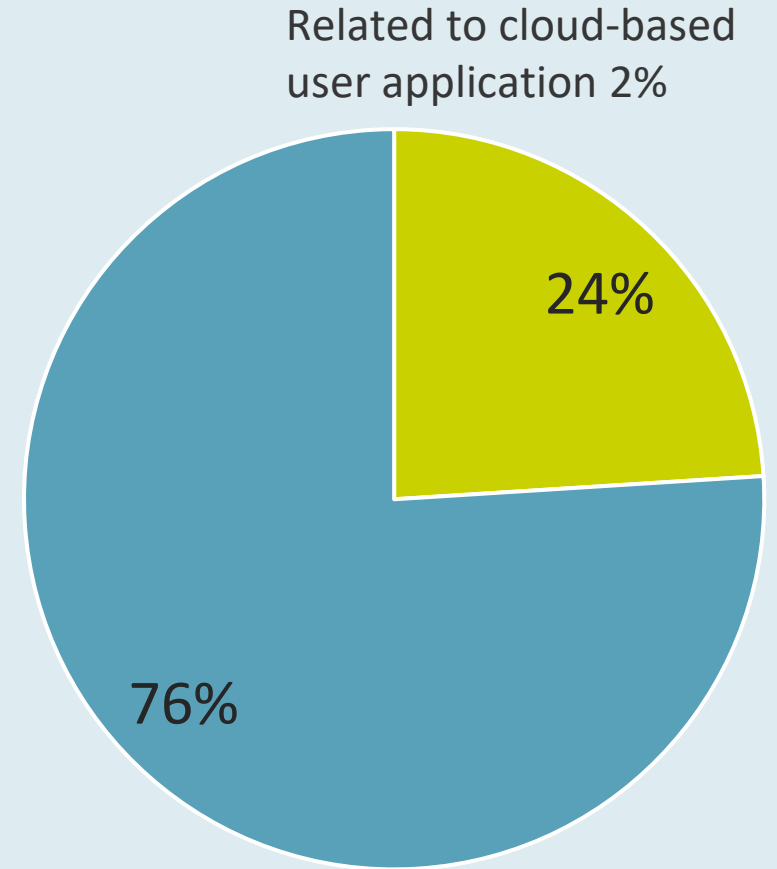
Expand customer services visibility from the customer LAN to the cloud, as-a-service



# Where is the Root Cause?

Survey shows that **just 24%** of service calls received at the customer care center are related to the service provider's WAN!

CSPs waste time and money troubleshooting problems that are not even theirs.



■ CSP Related ■ Root Cause is 3rd party

Source: RAD CSP Survey Q3 2021

# Troubleshooting Today → RADinsight



Service Provider's network only



End-to-end L2/L3 services

Proactive monitoring, involves technical teams



Continuous monitoring, instant views

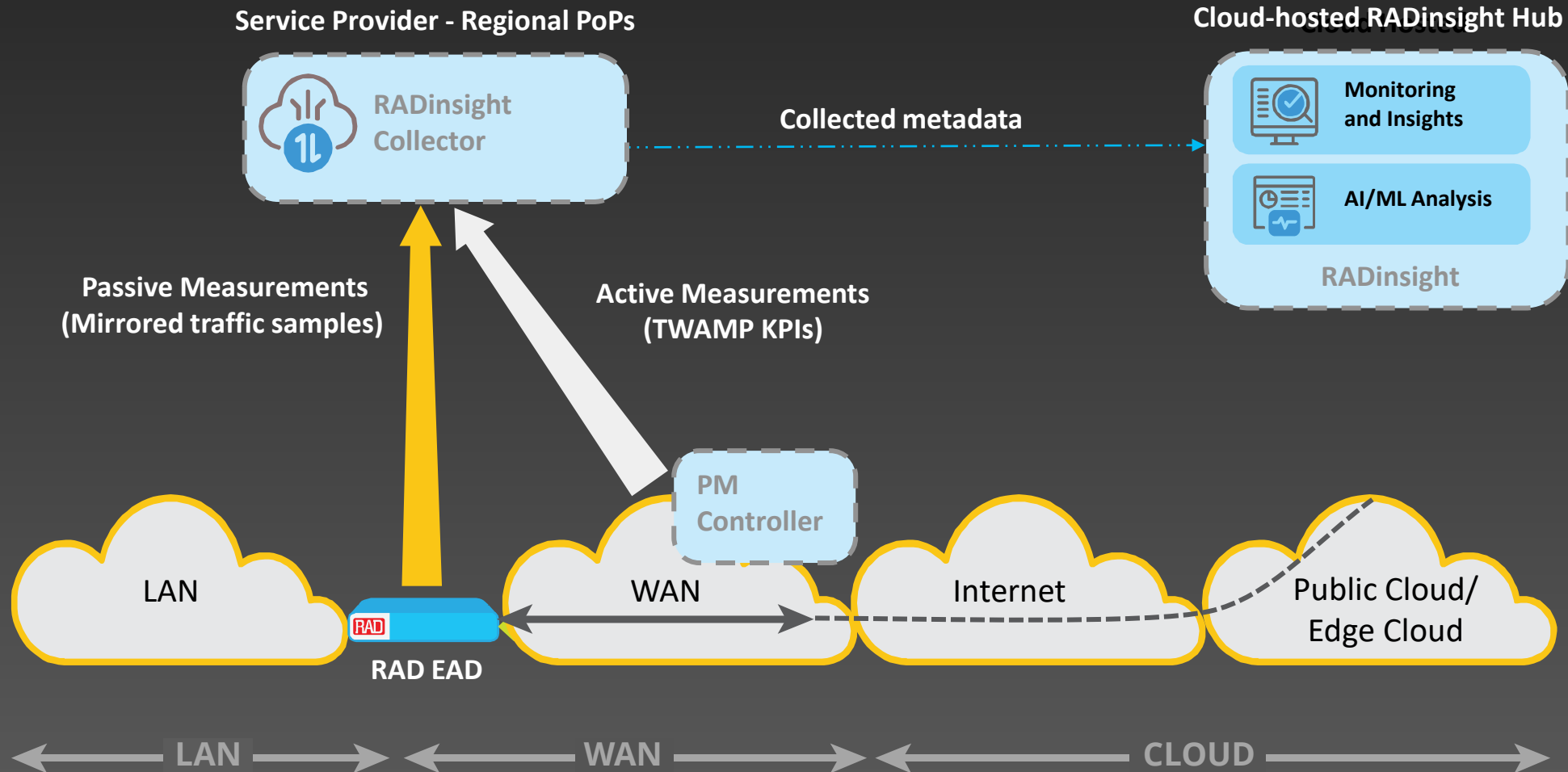
Interpreting results requires network expertise



Simple to understand by any CSP team and by business customers

**At-a-glance views of problem areas for instant troubleshooting**

# RADinsight PM – Traffic Collection



# Turning Network Data Into Customer Insights



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Collect traffic samples

Intent-based translations

Create a baseline

Identify anomaly

Correlate

Present meaningful,  
actionable insights

Passive monitoring of data from RAD Ethernet Access  
Devices, no probes added onto the traffic path

Build context: customer, site, service, time

Use history data to determine the steady-state  
experience/behavior of a customer

Use AI to identify trends and exceptions

Correlate customer data with CSP internal  
and external data sources

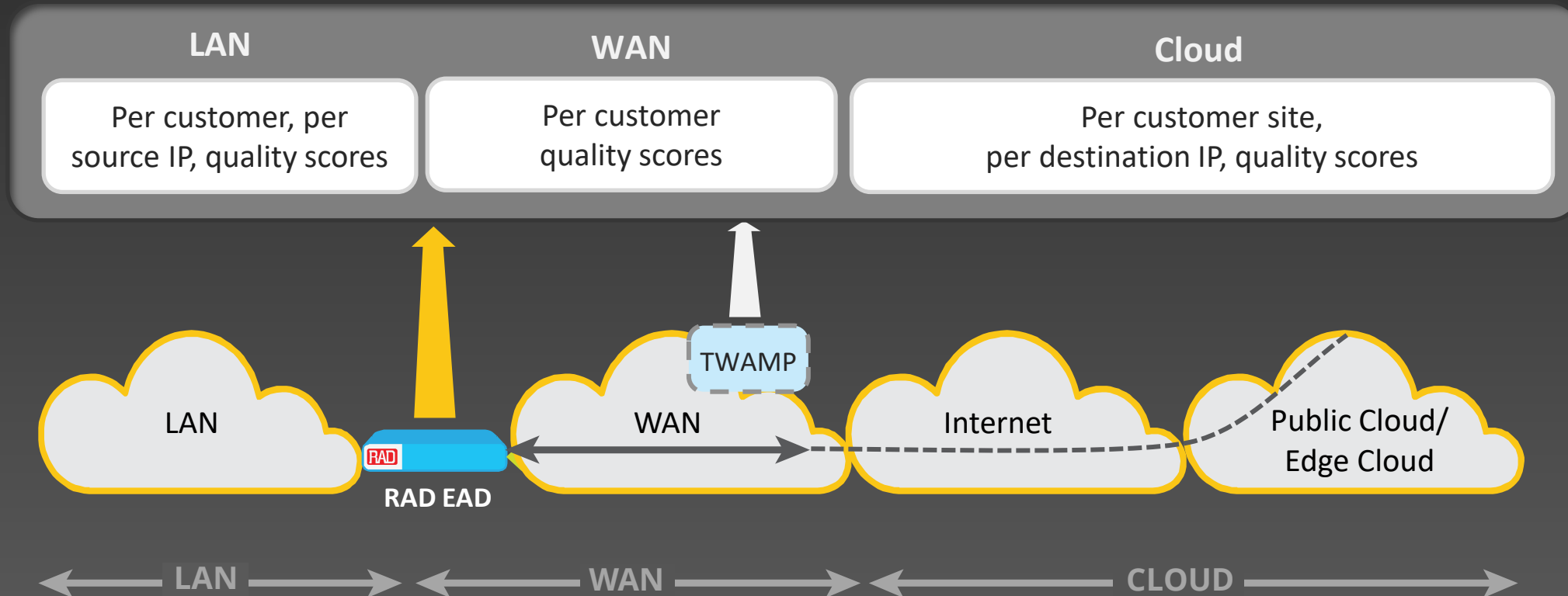
Intent-based network insights, as a service





# RADinsight PM – Customer Insights

- Per customer quality scores for each network segment
- Identify root cause segment: LAN-WAN-CLOUD



# RADinsight PM: Service Options

## Service Provider Dashboard



- Users: support & operation teams
- Per customer at-a-glance view of quality affecting problem areas
- Helps call center attendants quickly determine the source of issues
- SP twin of the self-service portal

## Self-service Portal (optional)



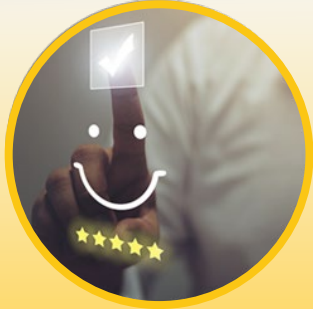
- Users: enterprise IT
- At-a-glance view of quality-affecting problem areas
- Customers can self identify – and often self-resolve – problems

# Why RADinsight PM? *Savings!*

- Simplify support and operations workflows
  - At-a-glance views of problem areas for quick troubleshooting
- Minimize time-consuming root-cause analysis practices
  - Shorter support calls, lower call center spending
- Fewer ticket escalations to second-line support and truck rolls



# Why RADinsight PM? *Higher customer retention!*



Deliver uninterrupted service to your customers



Eliminate friction points with customers due to unexplained service degradation



RADinsight PM's insightful fault isolation helps position you as a trustworthy provider

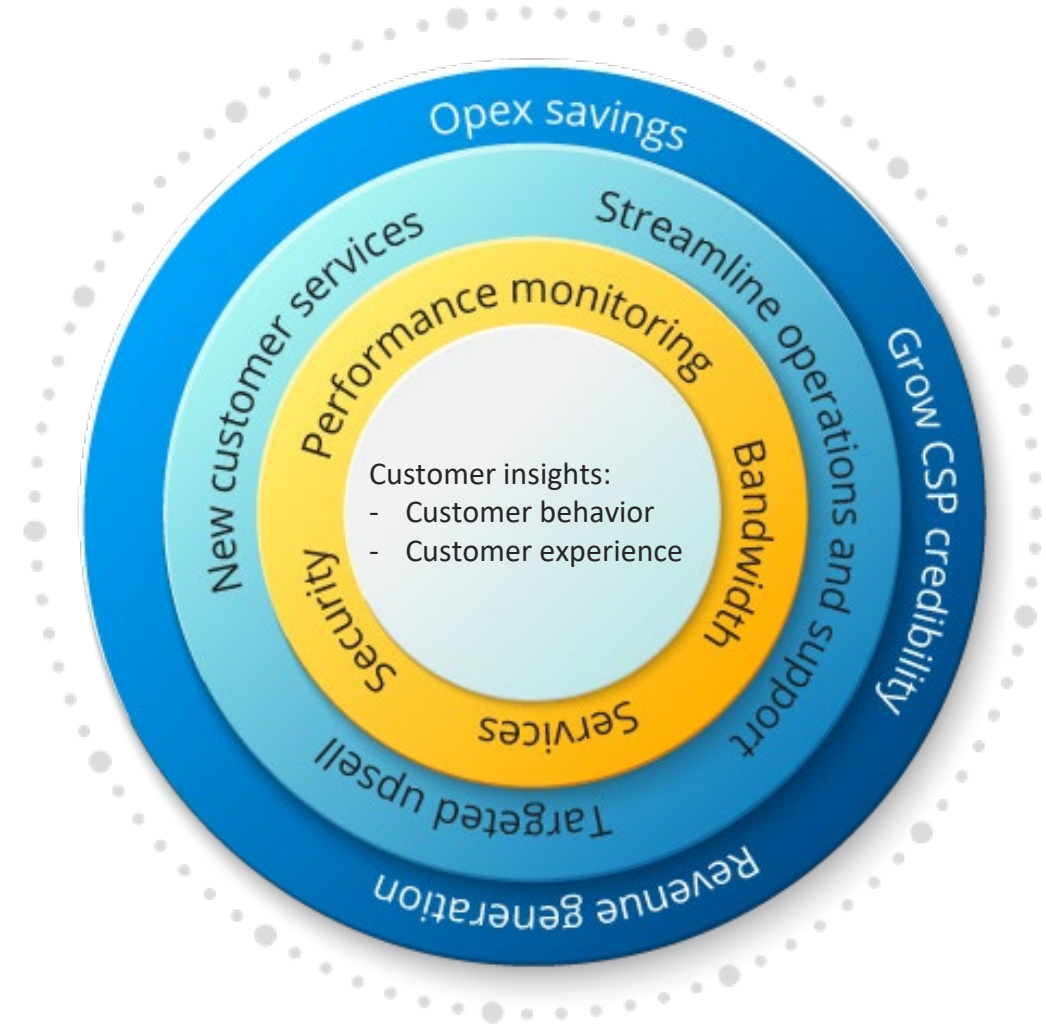


# RADinsight: Unlocking Customer Insights



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- Uses customer insights to enhance CSP productivity, credibility and revenue



# Takeaways



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- Add-on to RAD EADs
  - 24x7 continuous monitoring across network and business applications
- Enhanced functionality off the cloud
- Intent-based analysis generates customer and service centric, meaningful insights
- Insights can be made available to CSP teams or business customers
- Subscription-based service







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# Thank you

For your attention

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