

TRANSFORM NETWORK TRAFFIC DATA INTO SMARTER BUSINESS DECISIONS

Leverage passive traffic intelligence to gain actionable insights for network planning, product strategy, capacity management, and business optimization.

Customer challenges

Network operators face increasing pressure to accommodate growing traffic volumes while making data-driven investment and product decisions.

Common challenges include:

- ▶ Rapid traffic growth makes future capacity requirements difficult to predict
- ▶ Limited visibility into application and service usage across the network
- ▶ Infrastructure investments are often based on assumptions rather than measured traffic
- ▶ Regional congestion and capacity bottlenecks are detected too late
- ▶ Limited insights into service quality and user experience make service assurance and troubleshooting difficult
- ▶ Traditional monitoring provides bandwidth statistics but lacks the traffic intelligence required for strategic planning

Solution overview

R&S®Probe Observer provides the network insights needed to support confident planning and investment decisions.

Key capabilities:

- ▶ Provides accurate visibility into real network utilization
- ▶ Identifies regional traffic hotspots and capacity bottlenecks
- ▶ Reveals application, service, and protocol usage across the network
- ▶ Enables quality analysis through real-time visibility into application performance
- ▶ Analyzes long-term traffic trends to support forecasting
- ▶ Exports metadata to existing reporting and analytics platforms

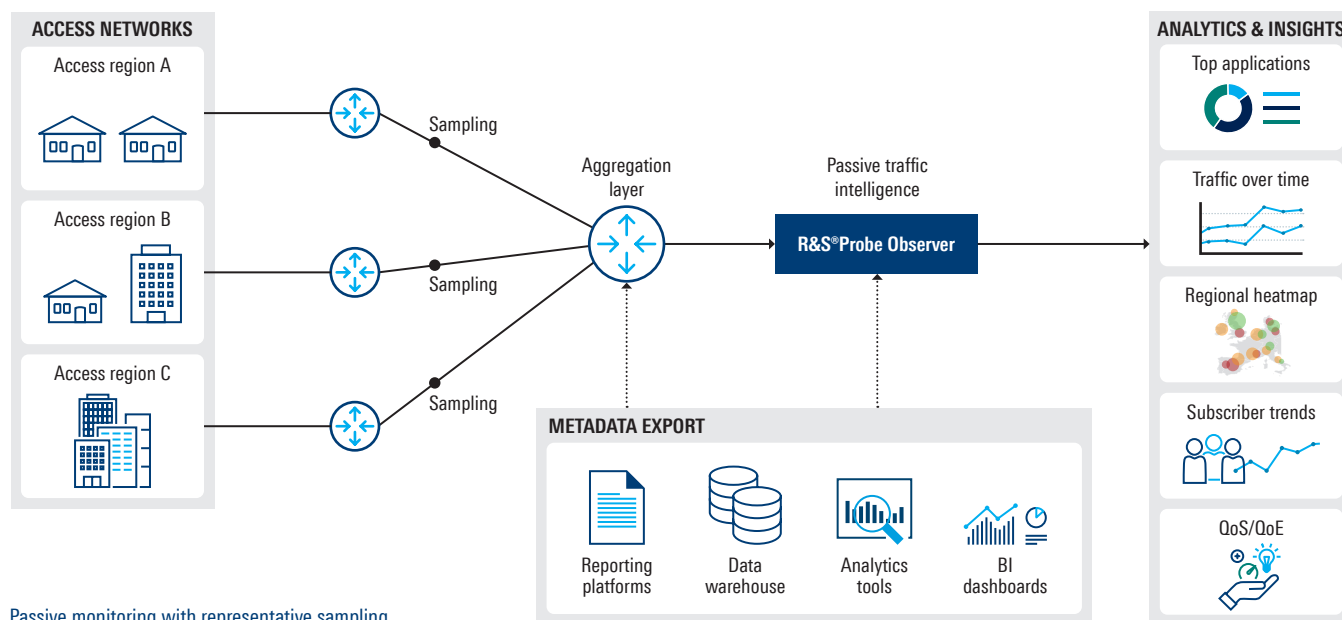
Customer value:

- ▶ Supports confident planning decisions through objective traffic insights
- ▶ Enables more informed infrastructure investment decisions
- ▶ Optimizes utilization of existing network resources
- ▶ Enables data-driven planning based on real network usage rather than assumptions
- ▶ Provides a shared data foundation for engineering, operations, and business teams

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Make ideas real





Passive monitoring with representative sampling

Example Scenario

Situation

A fixed-line network operator experiences continuously increasing traffic volumes across different access regions while planning future infrastructure investments and evaluating service adoption.

Challenge

Traditional monitoring solutions provide bandwidth statistics but offer limited visibility into application usage, subscriber behavior, and regional traffic trends. Deploying monitoring across the entire network would require significant investment and operational effort.

Solution

By deploying R&S®Probe Observer at selected network aggregation points using a representative sampling approach, the operator gains detailed traffic intelligence through passive monitoring. Advanced traffic analytics reveal application distribution, traffic peaks, and subscriber usage trends while exporting metadata to existing reporting and analytics platforms.

Key Benefits:

- Improves network capacity planning with accurate traffic intelligence
- Identifies capacity bottlenecks before they impact service quality
- Supports service assurance by providing Quality of Service (QoS) and Quality of Experience (QoE) indicators, enabling faster troubleshooting, improved customer satisfaction, and reduced customer churn
- Optimizes infrastructure investments based on actual network demand
- Improves utilization of existing network resources
- Enables faster, data-driven planning and operational decisions
- Supports long-term network evolution with reliable traffic insights

Ideal for:

- Fixed-line network operators
- Telecommunications service providers
- Network planning teams
- Product management teams
- Finance and controlling departments
- Network engineering and architecture teams
- CTOs and technology decision-makers

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Transform network traffic data into smarter business decisions

Data without tolerance limits is not binding | Subject to change

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