



Expresse Solutions

Insight **Expertise**

Best Practices

Analysis

Strategic Advisor

Broadband

Customer Experience

Innovation Efficiency

Customer Empowerment

ASSIA works with leading service providers across the globe as a strategic partner delivering broadband solutions that grow revenues, increase customer satisfaction, and improve operational efficiencies.

For ASSIA's customers, these solutions address a range of opportunities with innovative, new capabilities for personalizing service delivery and increasing customer loyalty.

Expresse Services enable new revenue opportunities through advanced service offerings and an unparalleled customer experience. With ASSIA's expert insight and analysis, service providers can grow profitability and market share in an increasingly competitive market.

Highlights

Using an in-depth process of discovery and analysis with the service provider, ASSIA Express Solutions help address today's challenges for:

- Delivering new, expanded broadband services
- Reaching new customers
- Building customer loyalty and retention
- Supporting explosive growth in wireless data
- Investing profitably in new technologies
- Improving network efficiencies and lowering operational costs.

ASSIA Expresso Solutions combine ASSIA software with ASSIA professional services using an end-to-end methodology that incorporates people, technology, and processes. As part of this methodology, ASSIA adapts proven best practices for broadband management to complement service providers' existing operations.

ASSIA offers a range of Expresso Solutions to address the unique opportunities and challenges faced by each of our customers.

For every engagement, ASSIA experts develop a tailored project plan to meet mutually agreed upon business objectives. Expresso Solutions employ a full lifecycle model for implementing new processes and technologies. This model includes design, planning, implementation, testing and optimization to ensure the success of the program based on defined metrics and objectives.

ASSIA employs a data-driven approach as a fundamental element of Expresso Solutions. Through analysis and interpretation of broadband systems and operational data, Expresso Solutions provide intelligent insight and guidance to deliver measurable success.

ASSIA experts work closely with the service provider through each phase to tailor the solution for optimal results.



Customer Experience Management

Expresso Solutions offer products and services designed to build customer satisfaction, brand affinity, and customer loyalty. In the competitive market for broadband services, Expresso Solutions allow service providers to deliver a leading Quality of Experience (QoE) with superior performance and reliability.

For customer service, sales, marketing, and network operations, Expresso Solutions enable a more informed interaction with the customer and greater insight to the customer experience. ASSIA provides the ability to identify and resolve issues proactively – often before the customer notices a problem that would otherwise negatively impact his experience.

With Expresso Solutions, the service provider can more easily customize broadband service to the needs and interests of the subscriber – for instance optimizing the experience for specific applications such as video or online gaming. Expresso Solutions can help service providers respond more effectively to opportunities for new services or competitive threats.





Customer Empowerment

Customer empowerment provides innovative, new services and capabilities that extend customer experience management by enabling subscribers to tailor service delivery to their specific needs and interests.

Expresse Solutions enhance the brand experience by providing a more personalized interaction with the customer. For example, subscribers can optimize the features of their broadband service specifically for the applications they are using – whether gaming, photo sharing, or streaming video.

Customer Empowerment includes flexibility to accommodate customer preference for interacting over the web or through mobile applications.

Expresse Solutions allow service providers to enhance self-service using insight gathered from ASSIA broadband diagnostics and analysis. Service providers can be more responsive to the needs of the consumer, and consumers can ensure that they have the best experience for the applications they are using.



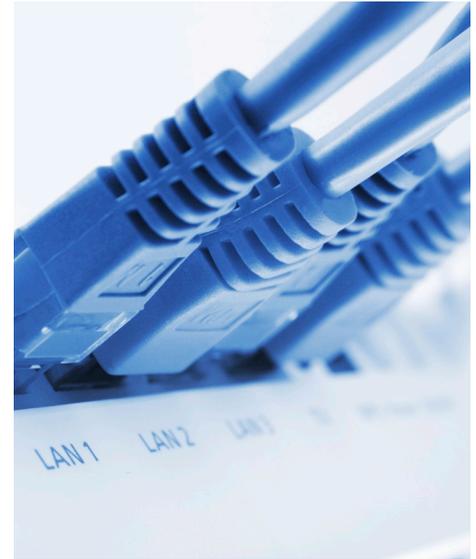
Customer Care Automation

Expresse Solutions help service providers to deliver prompt and appropriate resolution to customer issues, and at the same time improve operational efficiency.

With Expresse Solutions, service providers can automatically identify and resolve quality of service issues. For instance, ASSIA will alert the customer care agent to degradation in service quality even before the customer notices, providing specific recommendations for resolving the problem.

ASSIA broadband diagnostics and analytics provide the customer care agent with insight that allows better decision making. For each subscriber that contacts the call center, Expresse Solutions provide the agent with recommendations and guidance to improve the quality of service.

Expresse Solutions also include expert system analysis and interpretation of broadband performance statistics using ASSIA proprietary algorithms, and leveraging ASSIA's knowledge and experience in broadband performance.



Next-Generation Networks

Built on ASSIA's strength in broadband networks, Expresse Solutions help service providers leverage their investment in existing networks with innovative, advanced capabilities to compete more effectively in the rapidly evolving market for broadband services.

Expresse Solutions employ a full lifecycle approach to new technology introduction including design, planning, implementation, testing, and optimization. ASSIA experts work with the service provider at each phase to ensure a successful engagement.

ASSIA helps service providers gain insight to the network for new revenue opportunities and operational efficiencies. ASSIA's technology leadership allows service providers to deliver more content, over faster connections, to a wider audience, and with lower operational costs.



Why ASSIA?

ASSIA is a strategic partner and trusted vendor to broadband providers worldwide. The company's Express Solutions help providers to deliver a superior quality of experience while at the same time achieving significant operational savings. With Express Solutions, broadband providers realize dramatic speed and reach improvements, generate incremental revenue, lower operating and capital expenses, and open new business opportunities.

ASSIA helps providers to meet business objectives using a proven, data-driven approach to broadband network analysis. The company's staff of experts provides unparalleled insight allowing service providers to achieve top line revenue growth with new, innovative capabilities. The company also brings best

practices for implementing operational efficiencies that improve profitability and leverage existing investment in the network.

ASSIA, Inc. was founded in 2003 by Dr. John Cioffi, renowned expert in broadband technology and professor emeritus of electrical engineering at Stanford University. ASSIA and the company's staff of experts have received numerous industry patents, awards and honors that distinguish the company as a leader in broadband technology solutions.

ASSIA | Express Solutions



United States
333 Twin Dolphin Drive, Redwood City, CA 94065
Tel: 1-650-654-3400 • Fax: 1-650-654-3404

China
Suite 470, F/4, Beijing Sunflower Tower No.37, Maizidian Street
Chaoyang District, Beijing 100125, P. R.China
Tel: +86 10 85276788 • Fax: +86 10 85276488

Europe
Calle Maria Tubau 3, Madrid 28050, Spain
Tel: +34 914842940 • Fax: +34 913446182

© 2013 ASSIA, Incorporated. All rights reserved.

ASSIA, the ASSIA logo, and Express are registered trademarks of ASSIA, Incorporated. All other product names, company names, logos, and trademarks are used herein for identification purposes only and are the property of their respective companies.

Rev 102010 P/N MC-W1-0115-01-00