



Service Recommender

Highlights

- Identify target customers for marketing high-profit service products
- Study network-wide performance to determine how to maximize profit on both products and services pricing
- Minimize false-positives that result in extra costs, for instance, selling an unsupported level of service
- Minimize false-negatives that prevent revenue realization, for instance, blocking the sale of a higher, supportable level of service

Remove the Guesswork from Your DSL Management Practice

Service providers often discover that once the initial DSL deployment is complete, properly qualifying lines for a service can be a major challenge. A conservative approach tends to leave revenue on the table, but an aggressive stance often results in a poor customer experience that leads to churn and higher operating expenses.

A carefully balanced approach is the key differentiator for successful and profitable broadband providers. The ASSIA® Service Recommender software module available in the award-winning DSL Expresse® solution helps remove the guesswork by providing highly accurate and reliable information on line performance so service providers can improve customer satisfaction while efficiently managing their DSL investment.

Gain Reliable and Accurate Insight

Service Recommender generates recommendations for all applicable service products for existing DSL customers. The software module runs a series of advanced algorithms to identify accurately the proper service recommendations by leveraging a calculated Maximum Attainable Bit Rate (MABR) value.

ASSIA DSL Expresse uses Service Recommender to correct the MABR reported by the DSLAM, which ASSIA's extensive field experience in DSL data collection has identified as highly unreliable. Figure 1 below shows a mean error rate of reported MABR by line card that is both inconsistent and highly dependent on the modem to which this line card is attached. This makes the use of the incorrectly reported MABR in a normal multi-vendor environment completely unusable by the service provider.

Besides calculating an accurate value of MABR, the Service Recommender software module uses state-of-the-art algorithms, which ASSIA adjusts for each service provider, using code violation counters, retrain numbers, and other DSL performance data to generate service recommendations. The use of such data is essential for recommending adequate service levels because a line's estimated MABR alone does not indicate whether the line will be stable at the estimated rate.

Extract the Full Economic Potential of Your DSL Network

Service Recommender's accurate results can be used to maximize profit in many different ways, for example:

- Identify target customers for marketing high-profit service products.
- Study network-wide performance to define new profit-maximizing service products.
- Minimize false-positives that drive extra costs. For instance, a customer line does not qualify for the target service, but the service is sold.
- Minimize false-negatives that might obscure revenue generation opportunities. A customer line qualifies for the target service but the service is not allowed to be sold.

The Service Recommender software module can be leveraged for localized and highly effective sales campaigns to identify accurately millions of lines with the potential to generate additional revenue. This enables service providers to propose the optimal level of service to all customers throughout the network.

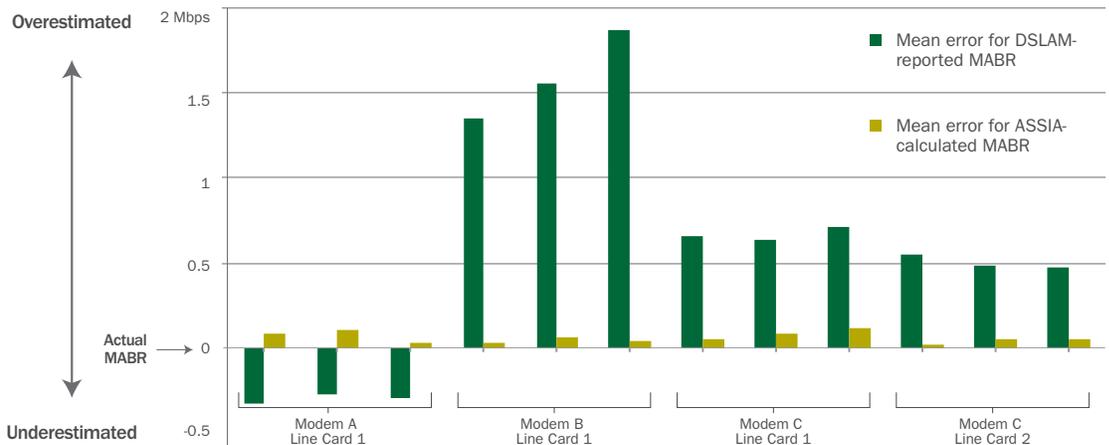


FIGURE 1. Mean Error difference between DSLAM-reported MABR and ASSIA-calculated MABR.

Improve Your DSL Business Processes

Service Recommender supports all types of approaches in the qualification process, from the most aggressive to the most conservative. For instance, Service Recommender has historically identified between 20 percent and 93 percent of lines that would reliably qualify for higher service levels (see Figure 2 below).

Assuming a million-line network and a service revenue difference of US\$10 per line per month, these results translate into potential supplementary revenue each year of between US\$24M and US\$112M.

Through the accurate identification of line performance, Service Recommender becomes an indispensable tool to manage your DSL business optimally.

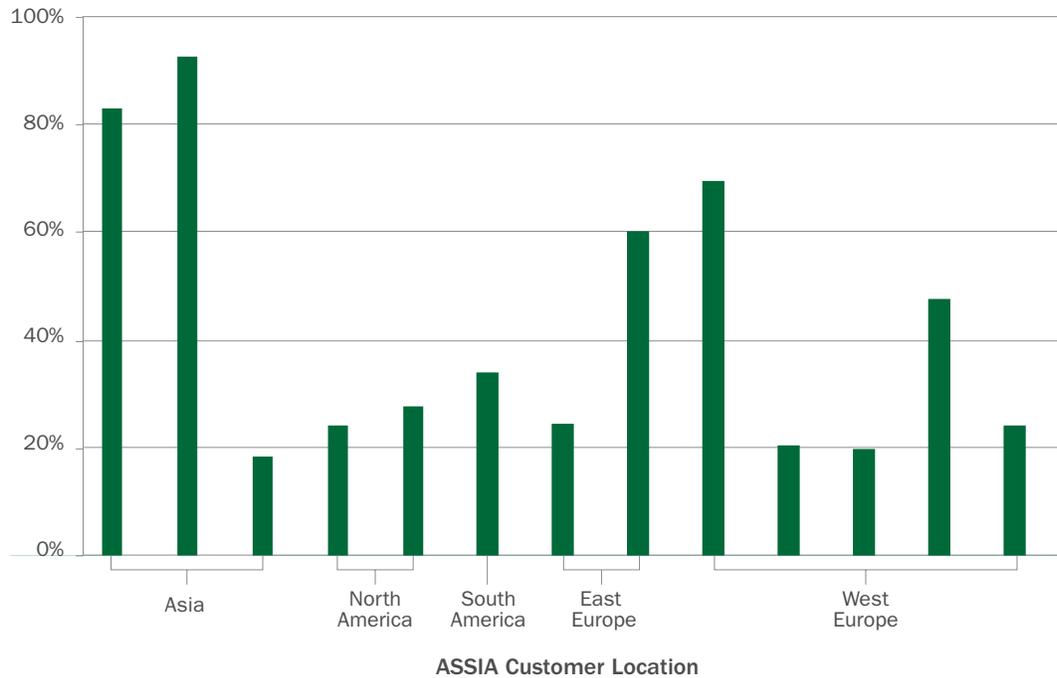


FIGURE 2. The percentage of lines in ASSIA customers' networks that Service Recommender has identified able to run in a stable manner with a higher tier of service.

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