

Cognitive Design

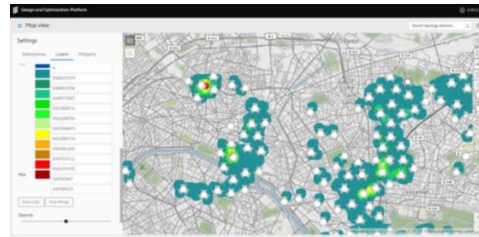


Build with precision

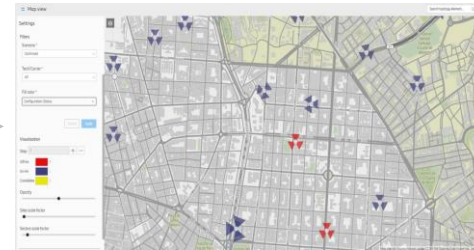
- User centric data-driven design based on highly granular live traffic
- Physical parameter design, predicts resulting performance
- Site Selection with smart site scoring, support for network consolidation & densification.

- Intelligent cost function, balances performance (coverage, capacity, quality) & financial tradeoffs.
- Implementation plan automatically ranks actions based on impact & cost, providing the optimal return.
- Accurate modelling of advanced radio products (AAS solutions)

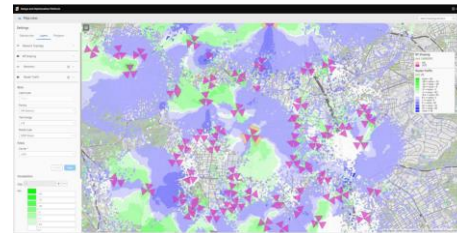
02. Seamless integration with Cognitive Planning, imports load forecast as input for densification.



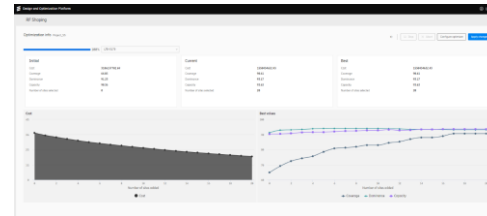
03. Smart site selection algorithm, both for densification & consolidation



01. Comprehensive approach to design based on real user experience, prediction & easy-to-use cost function.



04. Optimal return on investment analysis & ranking provided automatically



30%

Less sites in Network Consolidation design carrying 50% more traffic

10%

Improvement in user throughput.

30%

Faster design process, easy to use & data-driven - eliminates weeks spent on propagation model tuning



User experience driven design