

# Cognitive Planning

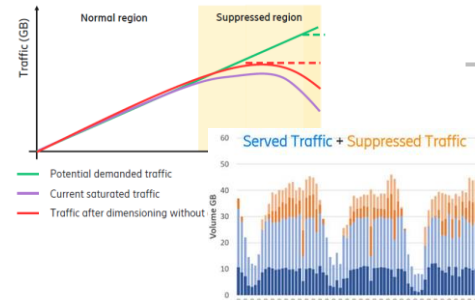


## Maximize return on investment

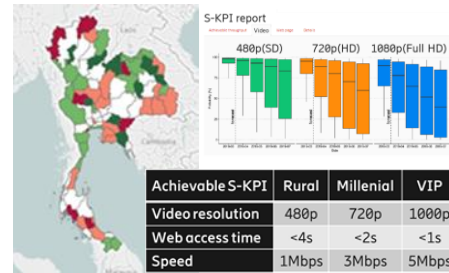
- Ingest large historical network & non-network datasets
- Single view across multivendor network
- Multidimensional planning process to factor performance & experience besides utilization
- Predict the outcome of actions considering seasonality & traffic fluctuations down to the cell level

- Easy to run “what-if scenarios” including subscriber trends, marketing.
- AI-powered S-KPI & R-KPI performance prediction model.
- Custom upgrade rules.
- Carrier upgrades, new sites & optimization recommendations.
- Refarming & multivendor support.

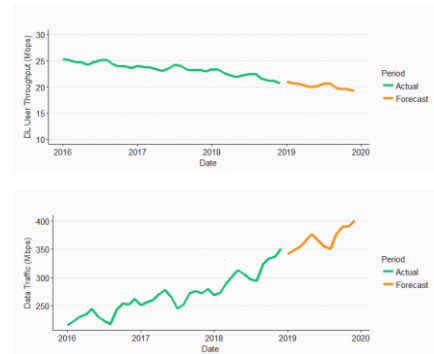
02. Traffic suppression support, considers complete traffic demand – beyond currently served traffic.



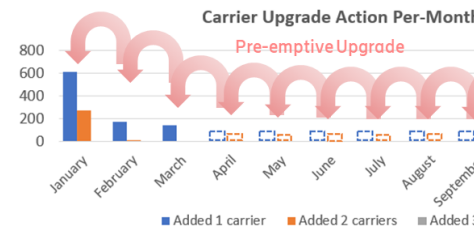
01. Custom scenarios, multi-dimensional targets with experience & performance metrics down to the cell level.



03. Traffic & performance prediction based on cell level AI-model



04. Predict optimal action plan & performance, considering custom upgrade strategy



**20-40%**

CAPEX savings compared traditional methods, saving energy & 80% time spent.

**>70%**

accuracy predicting bottlenecks 5 months in advance, enables preventive action to avoid churn.

**~30min**

evaluation of a new forecasting & dimensioning scenario in a 150K cell LTE network

Predict investments to assure customer experience