

IS YOUR INFRASTRUCTURE READY?



The crucial role of network infrastructure in enabling seamless streaming

Users want the ability to stream content at all **times and locations**,

TO ANY DEVICE

As streaming traffic increases, maintaining a **seamless experience** is vital.



This starts with **network infrastructure**



The picture today

App coverage must be improved.
1 IN 3 USERS has stopped using an app due to **poor coverage**.



With **70 percent** of traffic generated **indoors**, increasing indoor capacity and coverage is a priority.



Social media is driving high levels of network traffic at **events**, as attendees share their experiences through pictures, videos and posts.

How to achieve seamlessness

- > Create a strategy using **benchmarks, KPIs** and **forecasting** methods
- > Address **white spots** and areas with the poorest user experience
- > Adapt **parameter settings** to manage traffic fluctuations



Accommodate heavy traffic at **LIVE EVENTS**

Set the right **END-TO-END SERVICE KPIs** to monitor and maintain the experience



SEEK EFFICIENCY in equipment and resources



Challenge = opportunity

Operators can transform challenges into valuable opportunities to grow **loyalty** and **revenue**.

By ensuring a **SEAMLESS EXPERIENCE**

through the right management of network infrastructure, operators can showcase their **strengths** and differentiate the perception of their **brand**.

