

EXFO

NOVA SensAI

Reveal the invisible





Nova SensAI: Reveal the invisible

Table of contents

01

Operations under pressure: the bottom line

Virtualized 5G networks are complicated to manage. Inability to do so efficiently threatens MNOs' 5G revenue.

02

Poor visibility impacts 5G and automation

Automation is essential to deliver 5G reliability but requires real-time impairment detection—which MNOs largely lack.

03

Unlock insight to automate

Data is valuable when used to detect and measure customer-impacting events in real-time. Yet too much data without context is detrimental.

04

Insight-based architecture

When data from many sources is dynamically correlated, fully automated service assurance is possible.

05

Efficiently assure every customer's experience

Detect anomalies and find their root cause 50 times faster.

06

Nova SensAI benefits

Accelerate 5G transformation with Nova SensAI.





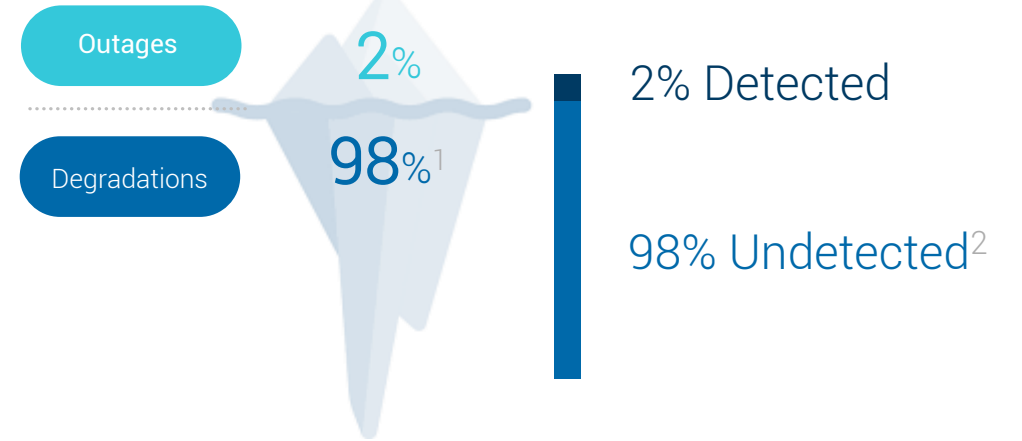
Nova SensAI: Reveal the invisible

Operations under pressure

The bottom line

Virtualized, 5G networks are complicated to manage. Soon, resolving outages the traditional way will become impossible and operations won't be able to keep up.

Worse, 5G revenue itself is threatened because network performance drives customer churn. The cost of churn from poor user experience is the largest expense after the network itself.



Complexity is outpacing operations



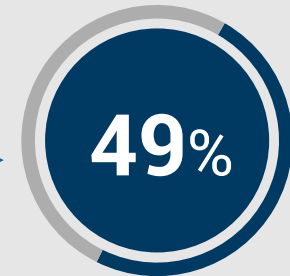
Networks will be 70% more virtualized by 2025³

Virtualization makes troubleshooting harder



It takes 6.7 hours and 12 people, on average, to find the root cause of an outage⁴

Network performance drives churn



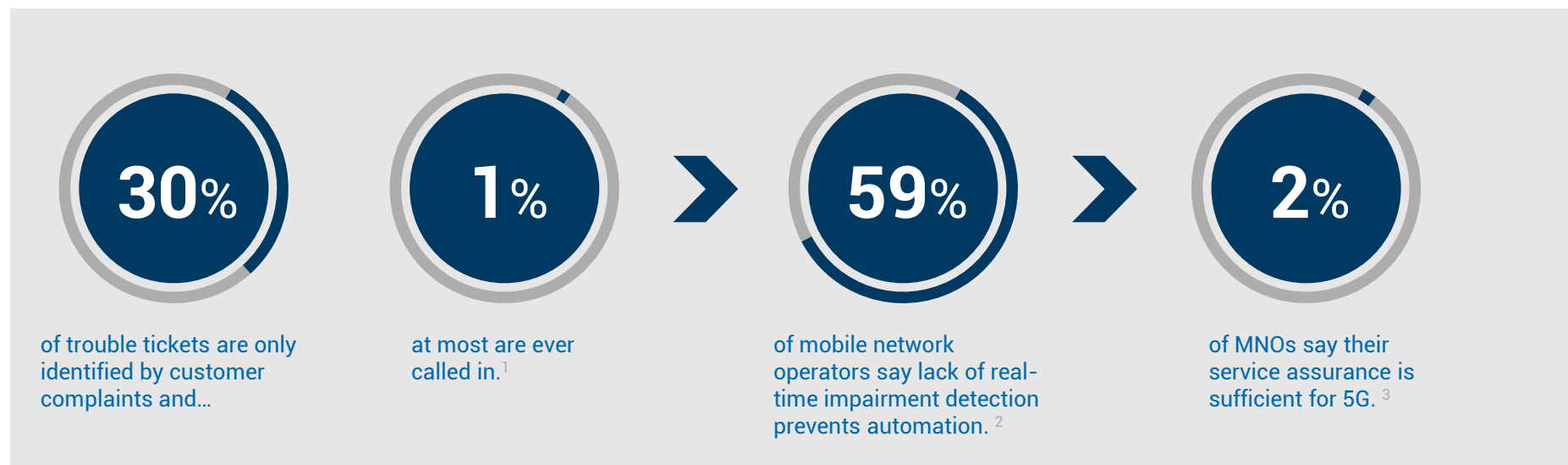
49% of Net Promoter Score is defined by network performance⁵

Learn more →



Nova SensAI:
Reveal the
invisible

Poor visibility impacts 5G and automation



5G transforms service assurance

What's needed:

- Real-time insight for every user, device and service, end-to-end and RAN-to-core.
- Automated detection and root cause analysis of customer impacting events.
- Open orchestrator and system integration.
- Cloud-native for hyper-scalability and the smallest cloud bill.

Learn more →

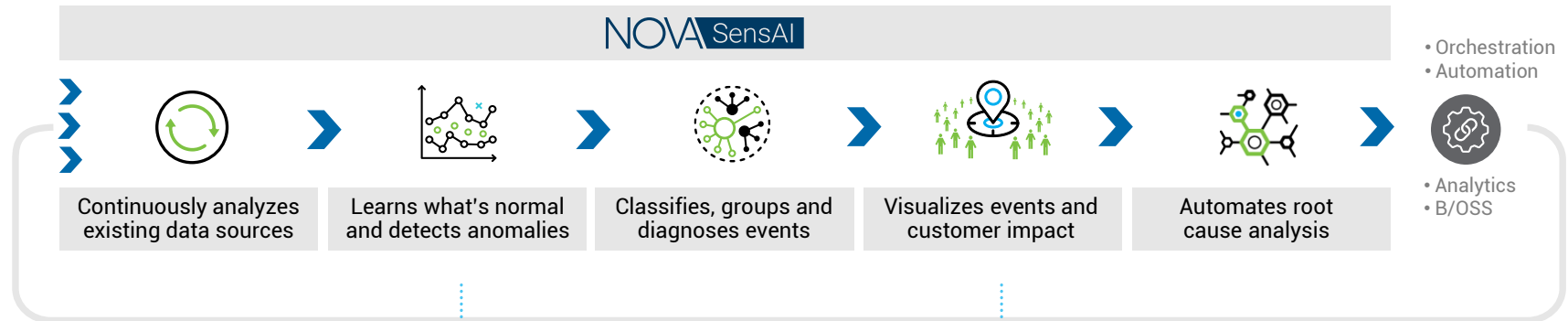
1. Heavy Reading 2019 global CSP survey | 2. Ericsson/Coleman Parkes Research, 2019
3. GSMA's Mobile World Live, global MNO survey 2021



Nova SensAI: Reveal the invisible

Unlock insight to automate

Detecting and measuring customer-impacting events in real-time is how data proves its value



As networks scale to address 5G and IoT, the 'big data barrier' becomes a major obstacle. Nova SensAI breaks through data overload to extract valuable insight into the customer experience.

Seemingly disparate problems may share a common origin, but most operations teams struggle to identify relationships across seas of alarms and siloed systems.

Nova SensAI automatically correlates and groups related events into cases, then accesses their impact.

Cases with a common root cause are immediately diagnosed and prioritized by customer impact in near real-time to accelerate problem resolution.

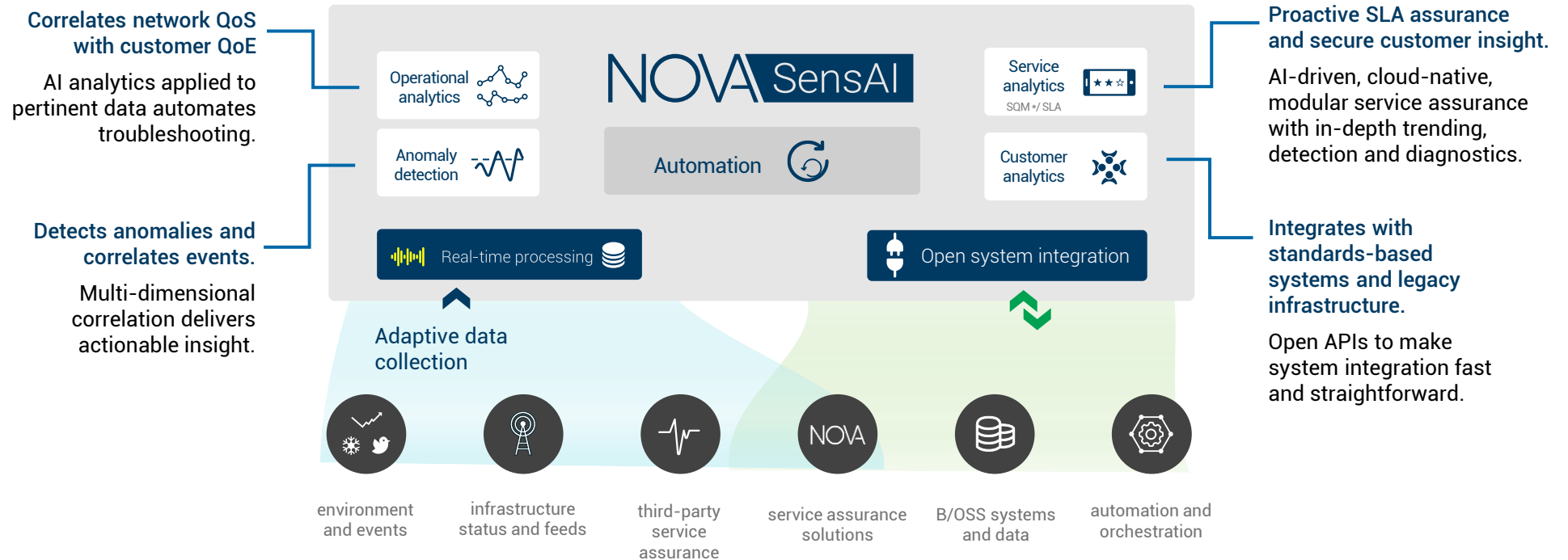
Learn more →



Nova SensAI: Reveal the invisible

Insight-based architecture

Data from many sources, correlated dynamically for fully automated service assurance



Learn more →

Source agnostic. Extracts value from existing systems.

* SQM: service quality management



Nova SensAI: Reveal the invisible

Efficiently assure every customer's experience

Detect anomalies and find their root cause 50 times faster



Detect and diagnose events that impact user experience

Machine learning automatically
classifies anomalies by severity and
type—for every mobile subscriber.

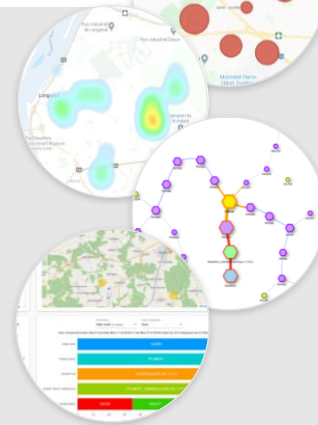


Troubleshoot and optimize network quality of service

Captures short-term and multi-factor
impairments and groups them by
common root cause to accelerate
mean time to repair.

Automate network operations

Adaptive event detection and
diagnostics enables and accelerates
network and service automation.
Modules integrate with existing
processes and tools.



Automate root cause analysis

Leverages active monitoring and
topology data to perform rapid root
cause analysis that identifies each
fault's link, layer and location.


Learn more →



Nova SensAI: Reveal the invisible

Accelerate 5G transformation with Nova SensAI

Open platform supports third-party active and passive monitoring. No rip and replace!

 Reduce **cost**

Eliminate the need for war rooms and cut mean time to repair in half. Leverage existing data sources and make better use of resources.

 Reduce **risk**

Identify who is impacted and see where investment is needed to ensure a flawless user experience.

 Reduce **time**

Determine the root cause in minutes and prioritize based on business impact. Automatically notify customers.

- ✓ **Know what's normal:** autonomously determines network thresholds and configures KPI levels.
- ✓ **See the true business impact:** detects, correlates and prioritizes impairments.
- ✓ **Predict faults:** identifies recurring events.
- ✓ **Catch intermittent issues:** captures events not typically seen by traditional monitoring solutions.
- ✓ **Validate problem resolution:** positive feedback ensures issues have been addressed fully.

Learn more →

Nova SensAI: Reveal the invisible

Learn more

Try it now – interactive demo →

Request a demo →

Learn how it works →

EXFO corporate headquarters

400 Godin Avenue, Quebec, Quebec G1M 2K2. CANADA
Tel.: +1 418 683-0211 – Fax: +1 418 683-2170

Toll-free (USA and Canada)

1 800 663-3936

info@EXFO.com

EXFO.com

EXFO

© 2021 EXFO Inc. All copyright and/or trademarks or service marks are the property of their respective owners. EXFO's copyright and/or trademarks or service marks have been identified as such. However, the absence of such identification does not constitute a waiver of EXFO's rights and does not affect the legal status of any intellectual property.