Understand network performance from your subscribers' perspective with NetWise Optics.

**SERVICE PROVIDER VALUE:**

**Network performance and troubleshooting:** Pinpoint and address network issues to maintain high Quality of Service (QoS) and end-user Quality of Experience (QoE).

**Off-Network Insights:**
Obtain performance insights for home and office networks, as well as competitive insights when a user roams to another mobile network.

**Subscriber experience and service quality:** Measure network QoS at the device level to optimize performance and end-user QoE.

**User segmentation and device profiling:** Segment users by device type, network usage patterns and application preferences.

**Network planning and rollout:**
Deploy Wi-Fi networks with confidence by knowing exactly where people use the most mobile data.

**Data Usage Trends:**
Monitor how data usage evolves over time for various geographies and network types. Insight provides early warning for required network build-out, as well as potential revenue loss and subscriber churn.

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**Cellular vs. Wi-Fi Usage - Geospatial Heatmap**

**Average Active Throughput in MB/sec**

**Wi-Fi Performance KPIs**
NetWise Optics is a mobile data analytics solution that provides unique visibility and insights into network performance and end user QoE.

**Key Components:**

**Intelligent Client SDK**
The NetWise Optics SDK (software development kit) is an intelligent, high-accuracy analytics engine for mobile device-based data collection. The SDK integrates easily into any existing mobile application, can be remotely managed via policy-controlled configuration, and supports both Android and iOS platforms.

**Policy Manager**
The policy manager is the web-based management interface that enables administrators to control on-device data collection and upload intervals. The Optics policy manager supports silent OTA policy updates and is standards-based, built on widely-used protocols.

**Analytics Server**
The analytics server is a batched and streaming data ingestion gateway that receives and processes key event, metrics and KPI data from the Optics device population. The analytics gateway then separates and categorizes "Big Data" sets for immediate or batched dispatch to desired endpoints. A best-of-breed data visualization solution offering 40 different reports across 7 different categories is available as an add-on service.

**With NetWise Optics, wireless service providers will gain:**

- The ability to quantify network QoS with 100+ metrics
- Actionable intelligence that will save money and improve network ROI
- Rich visibility into network performance and end-user experience
- Competitive insights driven by analysis of network benchmarking data
- New monetization strategies and service optimization insights
- A proven, in-market analytics solution deployed on millions of devices

For more information, visit: [www.smithmicro.com/netwise-optics](http://www.smithmicro.com/netwise-optics)