



GLOBAL BROADBAND BENCHMARKING

# Isposure™ Broadband Analysis

Absolute Coverage



Demand for the best possible broadband service has never been greater. Urban areas are craving supersonic speeds while rural homes and businesses are seeking any solution that will get them broadband connectivity.

As ISPs strive to upgrade networks in both cities and the countryside, understanding the actual broadband service achieved in terms of customer experience improvement is essential – and that's where the *Isposure™* Absolute Coverage solution can help.

*Isposure™* is a two-part broadband experience management solution that helps both subscribers and ISPs understand internet service levels. *Isposure™ Agent* works from subscriber computers to test end-to-end connectivity while *Isposure™ Analyst* provides the means for ISPs to mine the data.

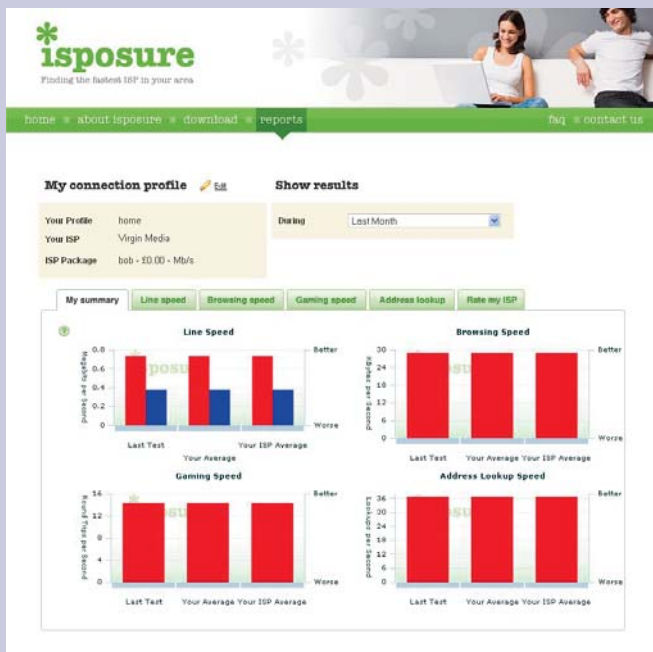
Not restricted like conventional measurement probes, the *Isposure™* Absolute Coverage Solution works right from the edge – the customer premises – to give ISPs absolute coverage of their networks.

### *Isposure™* Agent - Views for Consumers

*Isposure™ Agent* is the consumer element for those who are concerned about the web performance they receive from ISPs. The virtually transparent diagnostic agent works 24-7 in the background to assess a consumer's connection speed and other meaningful parameters. Consumers can check their historical performance plus see the performance of other users in their local post-code region.

### *Isposure™* Analysis - Insight for ISPs

*Isposure™ Analysis* is designed to give ISPs a view of broadband performance right to the edge of the network. Any data generated by consumers is stored in Epiteiro's central, secure database. ISPs can consult the historical data and view the broadband performance of a particular connection or an entire country.



Imagine the capability to actually know the status of any subscriber on your network.

*Isposure™ Agent* can be easily downloaded to any and all consumers from isolated rural communities and farms to small towns to penthouse apartments. No longer do ISPs have to rely on complaints when subscribers are receiving poor service – the *Isposure™* Absolute Coverage solution provides customer support staff with troubleshooting data and all the relevant CPE connectivity details.

## Reports

Epitiro's renowned reporting capability lets ISPs create customised reports in minutes. Any or all data metrics can be included with graphs and diagrams automatically generated to suit. Data can be viewed with Epitiro's integrated report generation tools or exported to third party CRM systems.

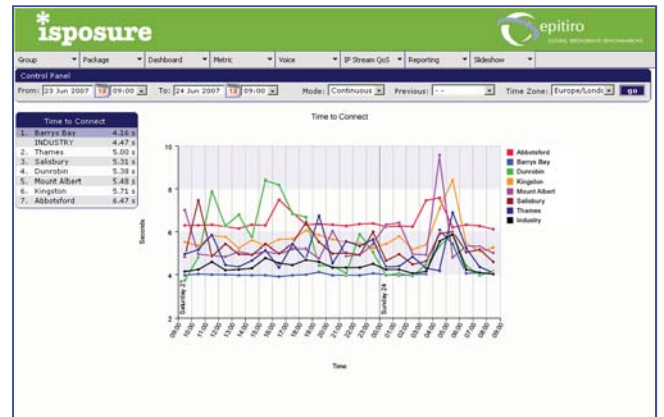
*Isposure™* Analyst allows each screen to be customised for the right audience. For example, customer support agents can use the data for swiftly processing troubleshooting calls while marketing departments can analyse data for trends and potential market opportunities. Ongoing report templates can easily be created for senior management, business customers and regulatory briefings.



## Roll With It

Just as rolling out broadband services can be challenging so can cumbersome hardware monitoring solutions that burden ISPs with lengthy purchasing cycles, installation time and capital expenditure. *Isposure™* Analyst not only has an economical advantage, it reaches anywhere an ISP's network goes to ensure all subscriber sites can be monitored.

ISPs that subscribe to the service can access the *Isposure™* Analyst database simply by logging on using a browser with secure web access. That's it. There's no lengthy set up or hardware installation or crew of engineers. Just fast and easy access to all the historical data you need.



### Subscriber Analysis

Operating System:	Windows XP for SP2 5.1	IP Address:	161.205.161
Memory:	4 GB	DNS Lookup Time:	13ms
Modem Type:	ADSL	Ping:	37ms
Avg Upload Speed:	✓ .19 Mbps	Jitter:	0.02
Avg Download Speed:	✓ 1.96 Mbps	P2P Test:	Traffic Management Confirmed
Round Trip Time:	✓ 263 msec	Time to Connect:	3.8 Sec
Packet Loss:	✓ 0%		



## All the Detail. To Your Specification

The screens above show samples of the depth of information available for analysis. For example, the service levels of different towns and locations can be compared, general service levels can be viewed and the actual service levels delivered to an individual subscriber can be easily seen. *Isposure™* measures vital parameters such as speed, packet loss, delay, and jitter as well as confirming traffic management processes are functioning. Each of these screens may be tailored to the demands of the viewer such that the information is presented in the desired format.

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## Look Who is Managing

Test data generated from the *Isposure™ Absolute Coverage Solution* forms part of Epitiro's vast database of network metrics collected from over 15,000 software agents and international allocation of satellite monitoring probes. Major ISPs and regulatory bodies use Epitiro's portfolio of broadband benchmarking solutions to understand and manage network performance.



## How About Now? Is Now Good for You?

The *Isposure™ Absolute Coverage Solution* gives ISPs the broad scope to measure broadband without the risk and strain of procuring an unscalable hardware mammoth. By simply encouraging subscribers to download *Isposure™ Agent* ISPs can quickly get coverage to edges of their networks throughout a city or to any remote location.

You can make things click - now. If now works for you then contact Epitiro, the leader in broadband Customer Experience Intelligence and get ready to start seeing your whole network.

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