

SAMSUNG AXIS

**Enhancing Customer
Knowledge Through
Granular Analytics**

Deriving Benefits of End-User Knowledge from the Network

Knowing your end users increases your revenue, reduces the support load and helps maintain regulatory compliance. Uplink capacity is usually the most expensive MRC for a network operator. The granularity of analytics data that can be generated on how customers use bandwidth can help network operators make real-time and agile decisions on capacity and network planning while augmenting user experience. This, in turn, can help them devise further monetizing opportunities and strategies.

Network managers of certain entities can use the analytics generated to engage in marketing activities and promotions, which can be pushed instantaneously to capitalize on unique opportunities. Furthermore,

understanding and intercepting the HTTP traffic on the network is a regulatory requirement to avoid any rogue network attacks and malicious third-party attacks that may prove to be detrimental to larger and more sensitive networks.

The Samsung Axis solution enables network operators to have complete cognizance over the HTTP activity of the end-user population. The operator may enable the transparent web cache for all or part of the end-user population. HTTP requests are redirected to and fulfilled by the Samsung solution when the requests originate from devices for which the transparent proxy is enabled. Thus, the solution has complete metadata information for every web request.

Network managers, especially managing networks across schools/universities, and enterprise networks can also use the solution's URL-filtering abilities to keep end users from visiting certain rogue websites by recognizing elements contained in the URL.



Extending the Ease of Network Information to Operators

The Samsung Axis solution can generate reports on transactions by users, devices and other groups based on the policies set by the network operator at specified regular intervals, ranging from every minute to every month, and delivered via email or shared through a GUI. Network managers can also choose to integrate these reports into the website of their choice using the solution's RESTful API.

The solution allows the data to be logged and stored in a data store and retrieves it at will via the GUI. Network managers can access the data as long as there is sufficient file system space. However, one of the key benefits is that the Samsung Axis solution can be integrated with third-party data warehousing technologies for longer periods of storage.



SAMSUNG

1301 E Lookout Dr.
Richardson, TX 75082

Sales: 1.877.556.9469
Service & Support: 1.800.737.7008

[samsung-networks.com](https://www.samsung-networks.com)