

## Marketing Analytics for Broadband Providers

OpenVault offers a single, holistic solution that provides a dashboard view of network health and critical subscriber behavior. This easy-to-deploy cloud-based tool for broadband providers delivers powerful decision-support insights and capabilities to drive revenue, optimize network capacity, reduce customer care call volume and truck rolls.

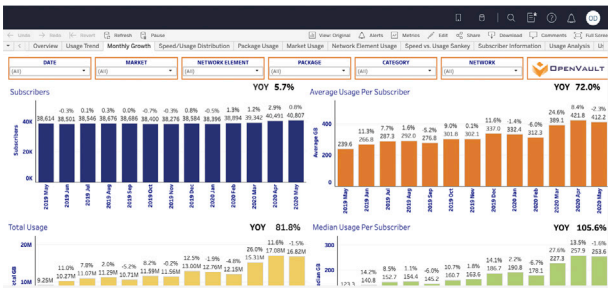


### Marketing Analytics:

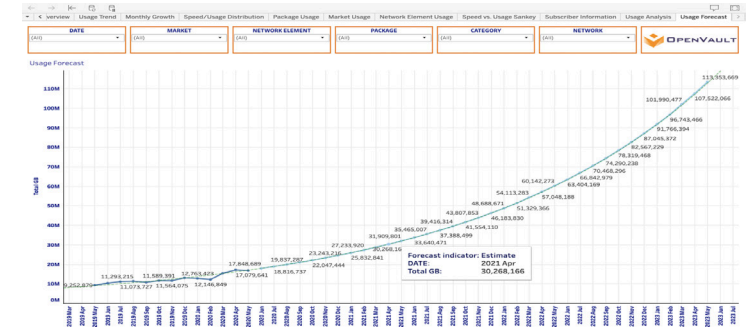


- Web based reports of detailed subscriber data consumption levels (upstream and downstream)
- Highlight areas experiencing network congestion
- Identification, in real-time, of subscribers causing network congestion issues
- Identify upgrade candidates; subscribers who would benefit from more bandwidth based on usage behavior
- Includes scheduled data reviews with peer to peer KPI analysis

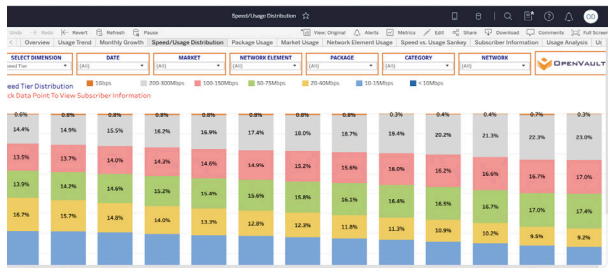
### MONTHLY USAGE



### USAGE FORECAST



### SPEED/USAGE DISTRIBUTION



### A Single Holistic Solution

- 100% cloud-based platform with a web-based interface
- Network agnostic
- Holistic view across network, subscriber and marketing
- Quick access to critical operational metrics
- View of network health and usage forecast
- Identification of upgrade candidates to drive ARPU
- Product performance to inform marketing strategies

### 10 YEARS OF INDUSTRY LEADERSHIP

OpenVault serves 150+ broadband operators in the US, Europe, APAC, LATAM and Caribbean markets. We've helped them improve annual revenue by 100s of millions of dollars and we do so for more operators than any other broadband-focused software vendor in the world.

No other company knows more about cable, fiber and wireless broadband subscriber usage behavior and how to use network data to drive revenue, reduce costs, better manage networks and improve customer satisfaction and retention than OpenVault.

