



## NAGRA SCOUT SYNTHESIS

# Actionable Data Insights to Drive Optimization and Revenue



## Executive Summary

Unlock your network's potential with NAGRA Scout Synthesis, the essential analytics component of the NAGRA Scout Suite.

Our data utilization solution drives business growth and operational excellence through advanced insights and recommendations. By harnessing the power of actionable data, Synthesis provides a comprehensive view of what's happening on your network, ensuring the decisions you make to enhance customer experiences and deepen loyalty, are based on fact, not on a hunch.

Synthesis revolutionizes your ability to leverage data across the organization. From customer service to network planning and cybersecurity, our solution delivers value at every touchpoint. By monitoring network performance, anticipating trends, and identifying vulnerabilities, Synthesis gives you the tools you need to optimize operations, enhance security, and drive new revenue growth.

Additionally, NAGRA Scout supports Telcos in fulfilling the requirements of Regulation (EU) 2024/2847 Cyber Resilience Act (CRA), aligning your operations with EU standards.



## Solution Benefits

- 1 **Drive Business Growth:** Maximize revenue opportunities and enhance customer experiences with actionable insights and recommendations tailored to your network's needs.
- 2 **Enhance Operational Efficiency:** Optimize network performance, streamline operations, and improve resource allocation with advanced data utilization techniques.
- 3 **Strengthen Cybersecurity:** Identify and mitigate vulnerabilities, monitor network security threats, and enhance your defense mechanisms.
- 4 **Improve Customer Satisfaction:** Anticipate customer needs, deliver personalized experiences, and build long-lasting relationships.
- 5 **Stay Ahead of the Competition:** Leverage predictive analytics, anticipate market trends, and maintain a competitive edge.

## Data that translates to opportunity

### Actionable Insights for Operational Excellence

- **Device Category Identification:** Discover and categorize all devices on the network.
- **Detailed Identification:** Gain in-depth insights into each connected device.
- **Customer Profiles:** Gain valuable insights to enable more personalized and effective targeting.
- **Enhance Loyalty:** Cultivate trust with personalized interactions.
- **Drive Innovation:** Develop tailored products based on insights.
- **Stay Ahead:** Anticipate customer needs to remain relevant.

### Value Across Your Organization

- **Enhanced Service:** Improve support with deep customer understanding.
- **Boosted Sales:** Refine strategies with targeted recommendations.
- **Optimized Operations:** Improve efficiency with data-driven planning.
- **Strengthened Security:** Identify and mitigate vulnerabilities.

### Data Insights for Product, Marketing, and Network Teams:

- **Customer Analysis:** Understand usage patterns for tailored services.
- **Trend Anticipation:** Predict growth and plan upgrades.
- **Marketing Optimization:** Improve targeting with household insights.
- **Traffic Analysis:** Optimize network performance.
- **Bandwidth Management:** Optimize for efficient resource use.
- **Traffic Optimization:** Balance flow for improved performance.
- **Anomaly Detection:** Proactively address network issues.

## Maximize Insights, Drive Business Growth

Gain actionable insights and recommendations to unlock new revenue streams, optimize service delivery, and enhance subscriber experiences. Leverage advanced analytics and machine learning to stay ahead of the competition and maximize the value of your network infrastructure. Enhance your operations, drive business growth, and thrive in today's dynamic market landscape with NAGRA Scout Synthesis.

### Growth



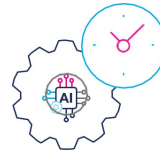
Unlock new revenue opportunities and drive growth with advanced data strategies. Make informed decisions with professional analysis and comprehensive data insights.

### Optimization



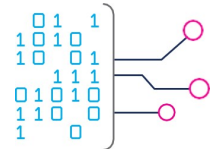
Maximize network value and efficiency with actionable insights. Save costs by handling customer inquiries autonomously, optimizing resource allocation and improving financial performance.

### Acceleration



Streamline service delivery and reduce resolution times with AI-driven solutions. Enhance operational efficiency and productivity by cutting the average inquiry resolution time.

### Differentiation



Stand out with advanced analytics and machine learning, offering unique, data-driven services. Gain insights into customer sentiment with advanced surveys and feedback analysis, enabling proactive adjustments.

**GLOBAL PAY-TV LEADER, \$1B REVENUES, LONG-TERM STABILITY**

## Who We Are

### Successful Projects

500+

TV PROVIDERS GLOBALLY

Focused on helping solution providers increase monetization and consumer reach through comprehensive security solutions.

### Satisfied clients

500M

PROTECTED DEVICES DAILY

Customer-focused. Delivering solutions as a service to optimize time to market and reduce operational overheads.

### Customer Protection

4000+

PATENT PORTFOLIO

Robust IP protection with over 500 patents attributable to a wide range of innovative technology solutions.

## Fully Charged and Ready

The Kudelski Group has a corporate history in the secure content, secure device and cybersecurity industries, and is one of the very few Amazon Authorized Security Test Labs in the world. If you'd like to learn more, experience NAGRA Scout yourself, or discuss further how it can add value to your broadband offering please Contact us. We look forward to continuing the conversation with you.