

NAGRA SCOUT SYNTHESIS

Service Insight for Optimization and Growth

Unlock your network's potential with NAGRA Scout Synthesis, the service insight layer across the NAGRA Scout portfolio.

NAGRA Scout Synthesis is the service insight layer across the NAGRA Scout portfolio. By transforming aggregated and anonymized service data into actionable intelligence, it helps operators understand performance, improve customer engagement and identify opportunities for growth.

NAGRA Scout Synthesis enables product, marketing, service and network teams to make better-informed decisions that strengthen customer experiences, optimize operations and create value beyond connectivity.

Additionally, NAGRA Scout supports operators 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:** Identify opportunities to increase customer value, improve engagement and grow revenue.
- 2 Enhance Operational Efficiency:** Use service insight to optimize network performance, streamline operations and improve resource allocation.
- 3 Strengthen Operational Insight:** Understand service performance, subscriber behavior and digital protection trends to support informed operational decisions.
- 4 Improve Customer Satisfaction:** Understand usage and subscriber needs to deliver relevant experiences.
- 5 Differentiate Your Services:** Use insight-led optimization and predictive analytics to strengthen your proposition beyond connectivity.

Turn Service Data Into Business Value

Understand

Device Insights: Understand connected device categories and usage patterns across NAGRA Scout services.

Customer Understanding: Use aggregated subscriber insight to better understand behaviors, adoption and engagement.

Optimize

Service Performance Insight: Identify service patterns, operational trends and optimization opportunities.

Network Insight: Understand traffic patterns and resource utilization to support planning and performance.

Engage

Customer Segmentation: Support more relevant targeting and service engagement strategies.

Experience Optimization: Deliver more relevant service experiences through data-led decision making.

Grow

Growth Opportunities: Identify adoption trends, upsell opportunities and emerging service demand.

Innovation Support: Use insight from NAGRA Scout deployments to shape future services and propositions.

How It Works

NAGRA Scout Synthesis aggregates and analyses service activity across the NAGRA Scout portfolio to deliver actionable operational and commercial insight.

By helping operators understand subscriber behavior, service adoption, network trends and growth opportunities, NAGRA Scout Synthesis enables better decision making across product, marketing, service and network teams.



How NAGRA Synthesis Creates Value

-  Analyze subscriber, service and device activity.
-  Surface service performance and optimization opportunities.
-  Support customer segmentation and engagement strategies.
-  Provide insight into network and service trends.
-  Identify opportunities for service expansion and growth.
-  Deliver actionable intelligence across operational teams.

Maximize Value Across the NAGRA Scout Portfolio

-  Understand how protection services are being adopted and used.
-  Improve customer engagement through data-led insights.
-  Identify opportunities to optimize operations and performance.
-  Support smarter service planning and investment decisions.
-  Discover new opportunities for growth and monetization.