

## Agama Technologies – Stand 5.B72, Hall 5

**Agama Technologies, the specialist in video service quality and customer experience, will be presenting its industry-leading monitoring, analytics and visualization solution for multiplatform and multiscreen environments at IBC2019.**

As a part of the video delivery eco-system, Agama empowers service providers with insights and awareness that increase efficiency, agility and customer satisfaction. Agama's assurance solution offers powerful analytics and visualization capabilities that transform the wealth of data into timely, actionable and useful insights across teams and workflows.

To assure service quality and to really understand how the customer is experiencing and using the service, Agama provides a unified end-to-end monitoring, analytics and visualization solution that covers the entire service delivery in real-time with in-depth KPIs and metrics; from encoding to delivery to STBs, apps and devices.

With a holistic view, silos can be broken down and the video service can be managed on multiple dimension. The Agama solution drive excellence and operator profitability in service creation, delivery and consumption.

### AGAMA HIGHLIGHTS AT IBC2019

#### **Assuring SCTE 35 targeted advertising and digital program insertion signaling**

*"Agama has been active in the ad insertion area for years, and we see that targeted advertising is increasing in importance as a revenue stream, not only for broadcasters but also for telcos and cable operators in cooperation with content owners", says Johan Görstjöm, Director of Product Management at Agama Technologies.*

Ad insert requires time critical signaling for ads to be correctly played to subscribers. Errors on the frame level can cause both visual artifacts and lost ad impressions - causing loss of revenue and lowering customer experience. The Agama ad insertion assurance offering includes the monitoring, validation and visibility needed to assure ad insert services for both multicast and OTT and to ensure an excellent customer experience.

#### **Agama 360 Analytics for complete service performance insights**

Agama offers unique real-time analytics and visualization of massive amounts of data gathered from video delivery networks and devices. Agama 360 Analytics makes it easier than ever before to find the root cause of a problem in complex delivery chains, reducing time and effort spent by the service provider.

Agama 360 Analytics has its core in the highly scalable Agama end-to-end video monitoring, analytics and visualization platform. With fine-grained and high-quality service performance data from active and passive probes, as well as real-time subscriber telemetry, the Agama platform provides a complete view of service performance and customer experience end-to-end. This provides superior results compared to fragmented and siloed analytics solutions based on limited metrics.

*“We are proud to showcase Agama 360 Analytics with its unique visualization and analytics capabilities enabling a deepened customer understanding, says Johan Gör sjö, Director of Product Management at Agama Technologies. Providing customer experience and service performance insights is in our DNA, and in today’s fast-moving video market it is more crucial than ever to get the right insights at the right time to be able to exceed customer expectations.”*

Within the unique view of Agama 360 Analytics, every stream flow is correlated and visualized across the head-end, CDN, ISP and subscriber devices, directly pinpointing where in the complex chain issues are occurring, driving operational excellence and efficiency. By having a deep understanding of the service delivery through the whole delivery chain, Agama 360 Analytics uses unique real-time data cube technology which gives the service provider the possibility to track, analyze and visualize integrated data sets in real-time.

## **Self-learning AI Anomaly Detection - enhancing situational awareness for video service providers**

To deliver video services that meet or exceed customer expectations, service providers must act quickly when quality and usage Key Performance Indicators (KPIs) deviate from their normal range. What is normal, however, can change over time and vary greatly depending on the time of day or day of the week. These fluctuations limit the usefulness of alarms based on fixed thresholds - a more intelligent approach is the way forward.

Agama’s feature AI Anomaly Detection automatically identifies anomalies based on information from every subscriber and provides actionable alerts, clear visualization of detected anomalies and powerful interactive analytics. The feature employs automated self-learning to recognize patterns in video delivery networks.

*“Separating actual anomalies from normal variations in KPIs is an excellent example of how AI and machine learning can be applied to video service assurance in a way that addresses real-world needs”, says Johan Gör sjö, Director of Product Management at Agama Technologies.*

Acting on information collected in real-time from as many as several million client devices, such as set-top boxes and OTT player applications, the algorithm predicts how each subset of the population, from whole countries down to individual neighborhoods, will behave based on past observations.

By detecting real anomalies and putting them into context, the Agama solution creates situational awareness that enables faster analysis and problem resolution.

## Head-end assurance for on-prem, virtualized & cloud

The modern head-end creates and processes a multitude of advanced services: Ultra-HD/4k, SCTE-35 ad-inserts as well as creating content for multiple platforms and screens. Head-ends are also quickly transitioning to cloud and virtualized environments in order to increase agility. To maintain customer satisfaction in a complex environment, it is vital to have full transparency throughout this process.

*“Agama’s offering for HE assurance covers all steps in service creation, from mezzanine to packaging and multiplexing: on-prem, virtualized or cloud. With in-depth analysis covering SCTE-35 on linear and OTT formats, as well as the video and audio content itself, we create 24/7 transparency for every delivered stream”, says Johan Görsjö, Director of Product Management at Agama Technologies.*

With the flexibility to deploy on-prem, cloud or hybrid - including containers - and support for fully automated deployment, Agama can monitor your services wherever they are created.

## Remote PHY monitoring for next generation cable services

The remote PHY monitoring capabilities of the Agama Analyzer gives full insight into the DEPI streams, from the CCAP core towards the remote PHY devices, ensuring that any issues in stream or content integrity can be detected. By analyzing from the DEPI layer into each and every transport stream, the Analyzer can provide complete transparency and insight into all steps of the delivery chain.

*“To manage expectations on ‘broadcast quality’ and to create high speed offerings in the most cost-effective way, the transformation to new technologies and infrastructure is underway. The Agama remote PHY monitoring solution offers full transparency of the DEPI traffic, from the CCAP core to the RemotePHY device, for next generation cable services”, says Johan Görsjö, Director of Product Management at Agama Technologies.*

With powerful visualization and alarming, and with detailed metrics on the DEPI layer, the Agama Analyzer is the right tool for assuring stream quality in modern cable deployments.

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Attendees of IBC2019 can learn more and experience the industry-leading solution for continuous and real-time monitoring, analytics and visualization of the end-to-end video delivery chain at the Agama stand #5.B72. Contact [events@agama.tv](mailto:events@agama.tv) to pre-book a meeting and get priority timing with our onsite specialists.

## Company overview

Agama Technologies specializes in empowering service providers’ business processes with awareness and insights that can lower operational costs and improve customer satisfaction. With extensive experience and an industry-leading solution for monitoring, analytics and visualization of video service quality and customer experience, Agama helps service providers to implement a data-driven



way of working to ensure optimal service quality, improve operational efficiency and increase customer understanding.

To date, 100+ service providers including A1, Altibox, Digicel, Etisalat, KPN, M7, Sky, T-Mobile, TDC, Telenor and UPC, rely on Agama's actionable insights to ensure their customers' experience and to achieve operational excellence in their video delivery. For more information, visit [www.agama.tv](http://www.agama.tv)

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