

## DATA SHEET

# Analytics Services

Ciena's Analytics Services deliver genuine insight into actual network conditions, eliminating guesswork and significantly improving the speed, clarity, and quality of decisions surrounding network planning and operations.

Given the complexity of data and transport networks, obtaining an expedient and accurate picture of the vital aspects of network planning and operations often poses a challenge. The resulting lack of visibility and integration across multiple layers and platforms creates a reactive posture that effectively cripples network operators, preventing optimal network configuration, utilization, and performance, straining available resources and dramatically reducing efficiency. Most importantly, less-than-optimal network conditions impact customer satisfaction and drastically reduce customers' ability to maximize their revenue streams.

### Context

At the heart of analytics lies a desire to make informed decisions based on factual information. The power of analytics resides in the ability to reveal causal relationships that might remain hidden behind otherwise superficial and frequently misleading associations. In addition, analytics provides predictive capabilities, allowing for proactive measures as well. By applying the advantages of Big Data, statistical analysis, and machine learning, Analytics Services distill available network information into actionable insights, offering executives as well as planning and operations functions greater precision and velocity. This, in turn, contributes to a more efficient network, which translates to lower costs and more satisfied customers.

### Service Overview

Ciena's Analytics Services give network operators a variety of angles from which to evaluate or plan the network. Working with the customer, Ciena engineers acquire the necessary data from the network and then aggregate that data for analysis. At the

### Features & Benefits

- Reduces planning and operations efforts drastically
- Streamlines network planning and operations
- Accelerates troubleshooting efforts
- Recovers unused network assets
- Maximizes network utilization
- Drives better decisions faster
- Identifies potential network degrade
- Offers multi-vendor capability