Ericsson Use Cases

Josip Jelić, Solution Architect
BDGS OSS Service Delivery Analytics & Assurance
Croatia
Device model breakdown

Challenge:
Track subscribers vs. consumption

TAC attribute:
Individual UE model name and/or marketing name

Outcome:
Data bundles to stimulate higher data consumption
5G UE performance - Galaxy S20 5G

Challenge:
Monitor new UE performance

TAC attribute:
UE marketing name

Outcome:
Early warning system spots issues to avoid customer dissatisfaction

Issue: Increased number of RAN related issues
Analysis: Introduced new RAN feature affecting certain UE phone model
Recommendation: Consider to revert activated feature
Types of terminals and usage

**Challenge:**
Identifying UEs ripe for ARPU uplift

**TAC attribute:**
UE types

**Outcome:**
Target UEs requiring data stimulation
Terminal introduction
Age of terminals & screen resolution support

Challenge:
Terminal v band capability monitoring

TAC attribute:
Band types

Outcome:
Device knowledge good for network planning and sunsetting analysis