



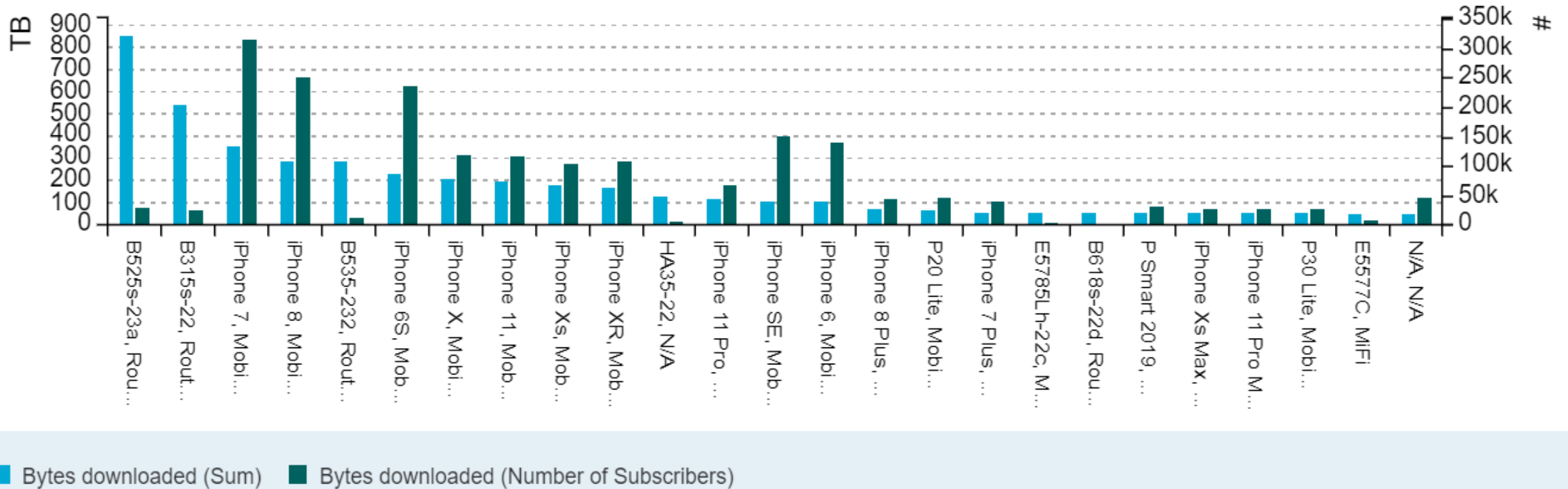
# Ericsson Use Cases

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# Device model breakdown



## Challenge:

Track subscribers vs. consumption

## TAC attribute:

Individual UE model name and/or marketing name

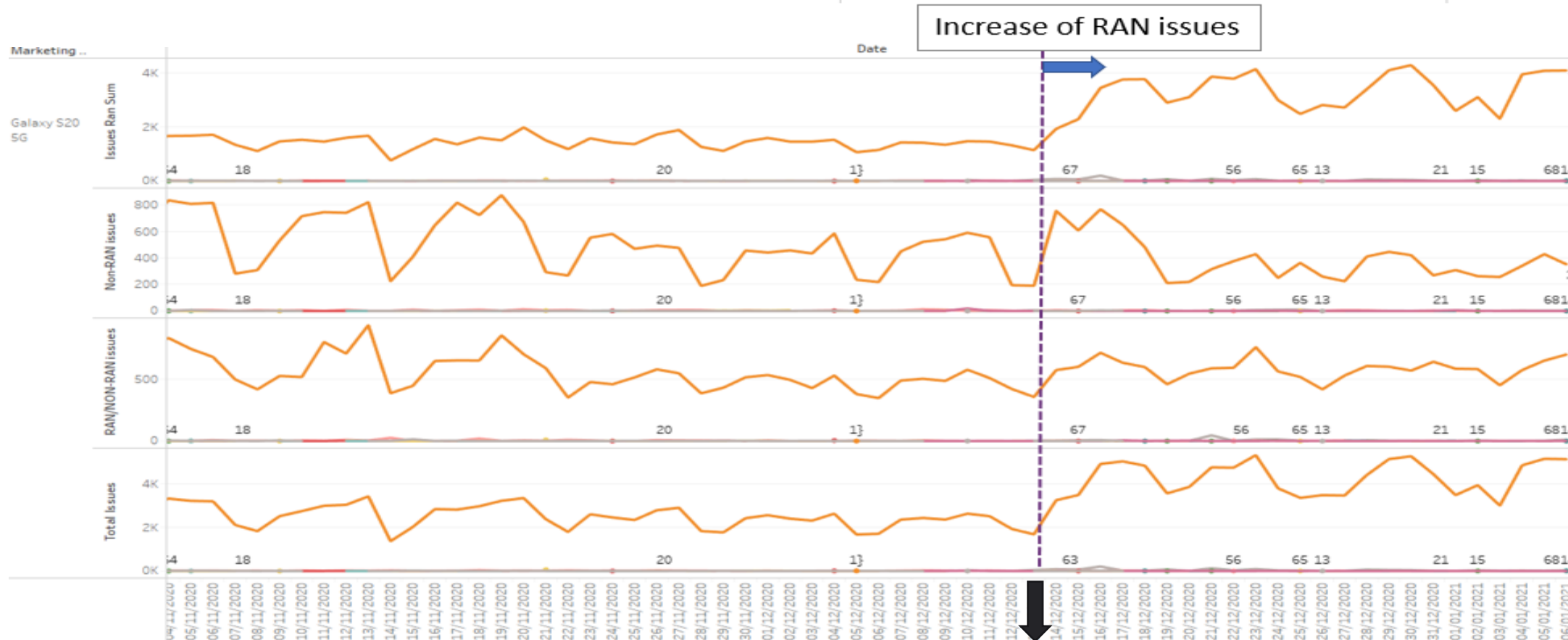
## Outcome:



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Data bundles to stimulate higher data consumption

# 5G UE performance - Galaxy S20 5G



## Challenge:

Monitor new UE performance

## TAC attribute:

UE marketing name

Issue: Increased number of RAN related issues

Analysis: Introduced new RAN feature affecting certain UE phone model

Recommendation: Consider to revert activated feature

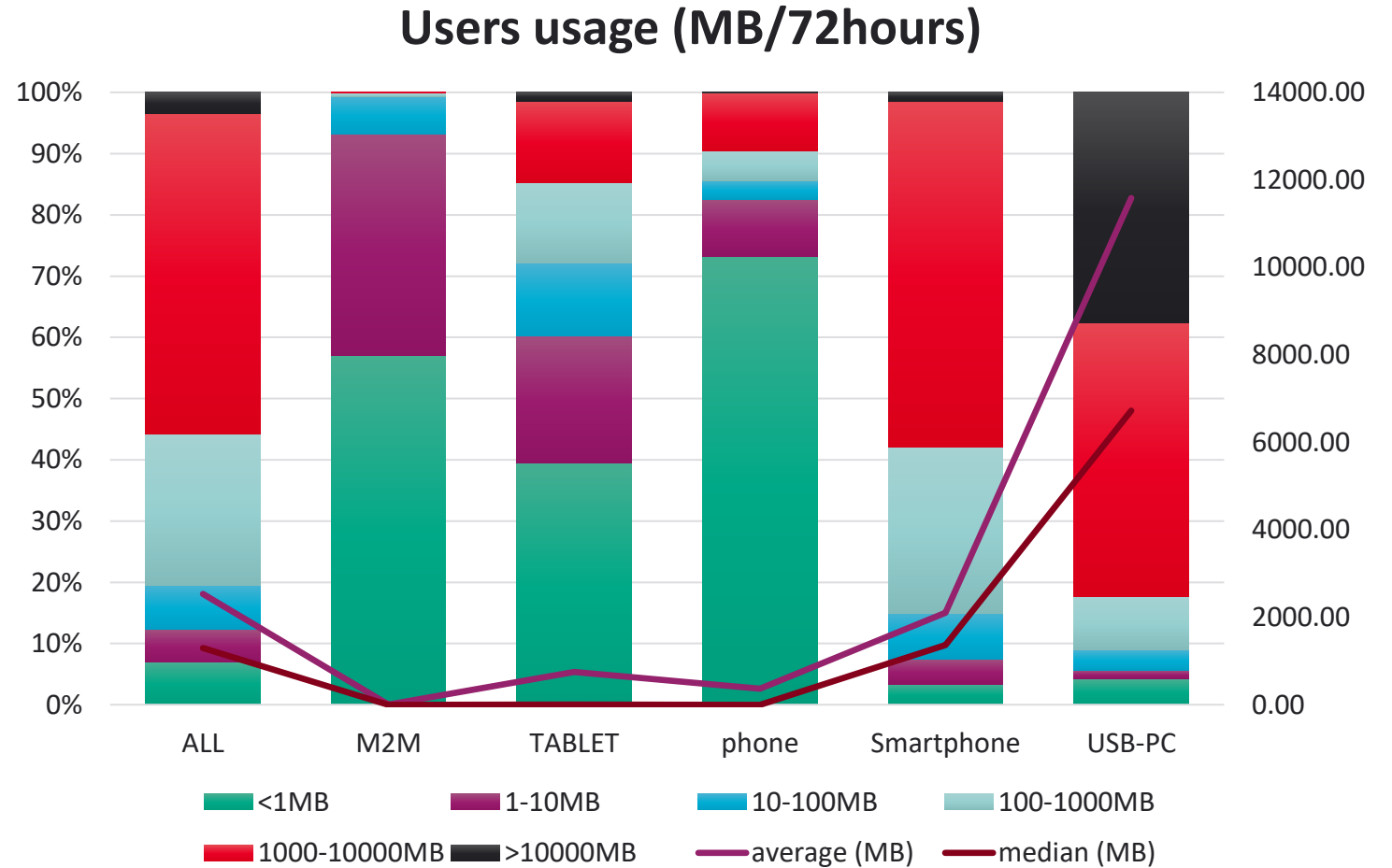
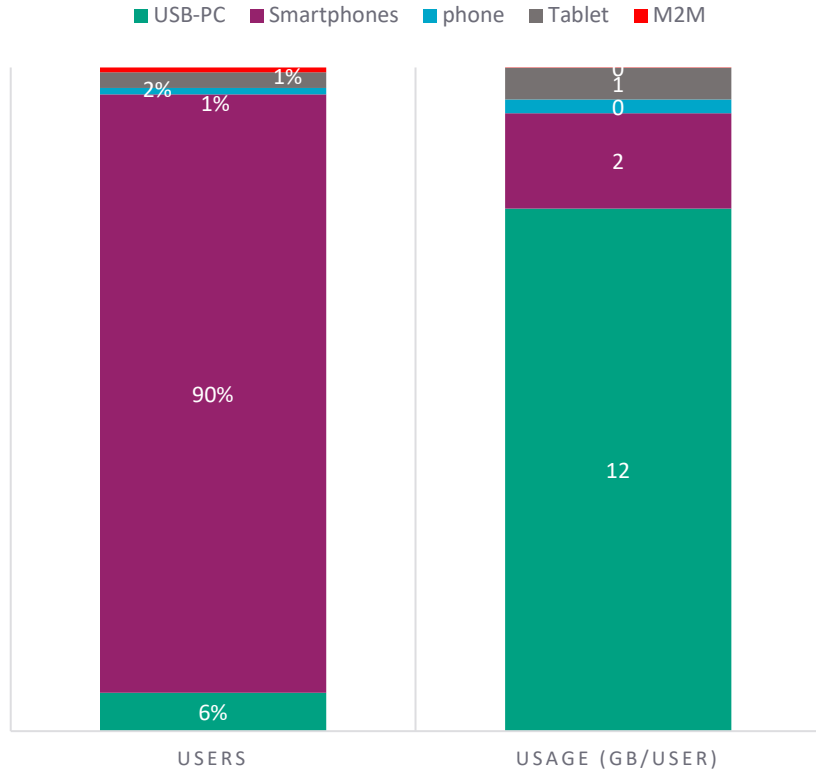
## Outcome:



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Early warning system spots issues to avoid customer dissatisfaction

# Types of terminals and usage



## Challenge:

Identifying UEs ripe for ARPU uplift

## TAC attribute:

UE types

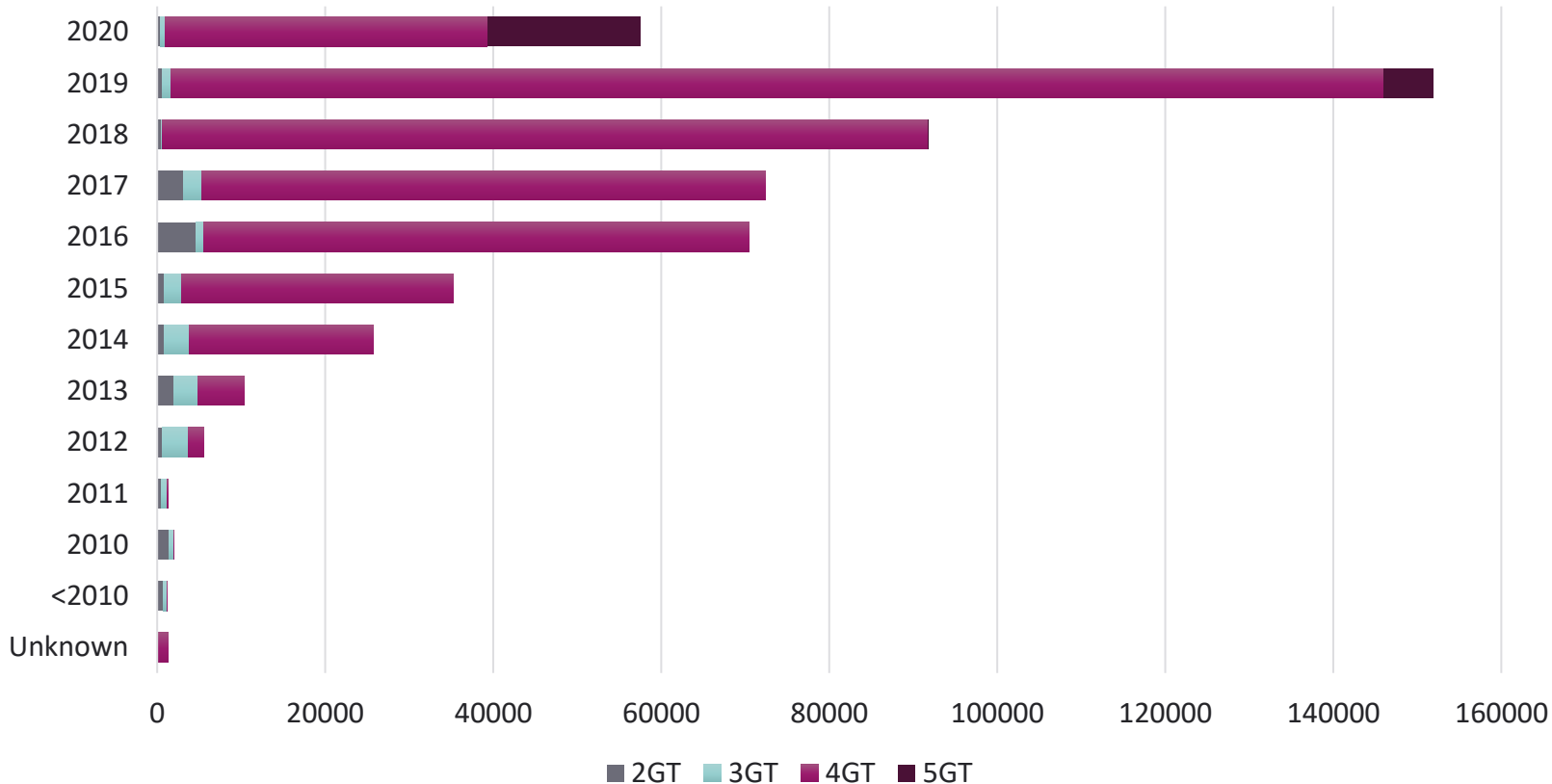
## Outcome:



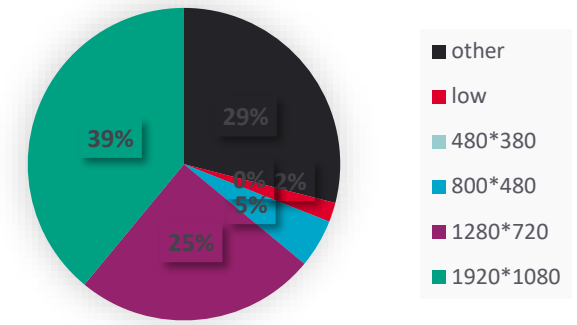
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Target UEs requiring data stimulation

# Terminal introduction

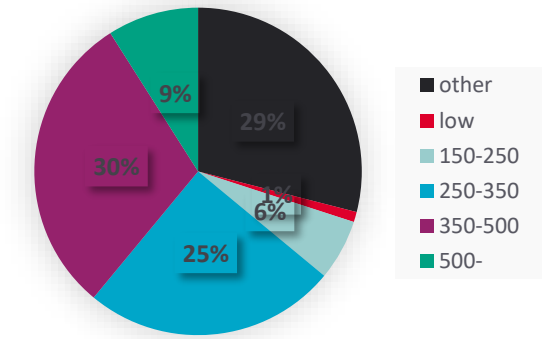
Age of terminals & screen resolution support



## Screen resolution



## pixel per Inch



### Challenge:

Terminal v band capability monitoring

### TAC attribute:

Band types

### Outcome:



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Device knowledge good for network planning and sunsetting analysis