

Take control of your network's performance with real-time, microscopic level visibility. Hitachi Live Insight for Telecom is a highly granular, scalable, adaptive and open analytics solution that empowers you to improve quality of experience (QoE) with enriched services. The solution also helps you to elevate your business value with new analytics-as-a-service (AaaS) offers.

## Hitachi Live Insight for Telecom

Service providers hourly collect billions of data metrics related to network and service performance that could enable them to improve network efficiency and service delivery, and/or create new services. Regrettably, most of this data goes untapped due to inadequate tools to extrapolate the value in real time or correlate it to past trends for proactive and predictive insight.

In parallel, a major shift is occurring within telecom: Networks that were previously statically defined are increasingly becoming dynamic and virtualized via a host of cloud, software-defined networks (SDN), network-function virtualization (NFV) and self-organizing networks (SON) technologies. This paradigm shift is opening up the opportunity for real-time network, big-data analytics to play a powerful role in shaping and improving the delivery of telecom services. It serves the needs of both telecom operations and business stakeholders.

Whether you are a mobile operator rolling out 4G/LTE, a broadband services provider offering triple play, or a cloud-based services provider, we can help. The opportunity to capitalize on big data analytics is now, and Hitachi Live Insight for Telecom is here to help you.

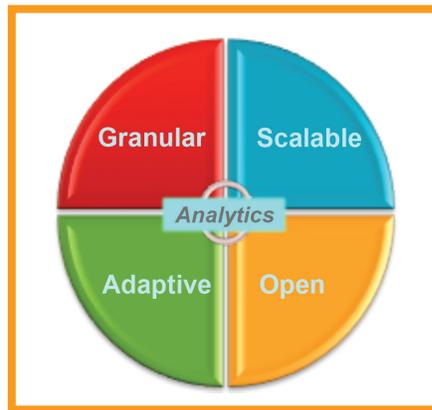


Figure 1. Solution Benefits

### Applications for Both Telecom Operations and Business

Hitachi Live Insight for Telecom bridges the gap between telecom operations and big data analytics. It enables operations professionals to dramatically improve network performance monitoring and diagnostics, deliver better customer QoE, and empower them with new predictive planning and forecasting capabilities. It goes beyond traditional network management and network probing and demystifies big data analytics by offering practical solutions to improve critical real-time operations. These solutions include network surveillance, customer care, troubleshooting and network planning.



Hitachi Live Insight for Telecom is also designed to help telecom business and product management teams grow revenues by adding new, highly customizable, high-margin, cloud-based AaaS offers. It helps you to target managed enterprise or virtual private network (VPN) customers. It provides live, fine-grain visibility into service performance at a level that your performance-savvy accounts demand for their mission-critical applications. Visibility is extended into such areas as financial trading, mobile backhaul transport, voice over IP (VoIP) and real-time video distribution. Create unique AaaS offerings to differentiate yourself from the competition, increase your value, and reduce your customer churn, all with Hitachi Live Insight for Telecom.

### Key Benefits of Hitachi Live Insight for Telecom

The new Hitachi solution for telecom provides benefits in 4 key areas, as shown in Figure 1.

#### Granular Analytics for Improved Visibility:

Fine-grain granularity means performance visibility at the millisecond level! Gone are the limitations of 5-15 minute performance metrics (PMs), which worked for yesterday's static networks. The power to zoom in and out of millions of packets per second of streaming traffic empowers providers with insight that is unparalleled. Now service-level agreements (SLAs) for mission-critical traffic

can be assured based not on “averages,” but on actual “visible” evidence.

**Scalable Analytics for Cost Efficiency:**

Leveraging the power of a highly efficient software-centric architecture, the solution offers up to 33% better efficiency than hardware-appliance-based analytic solutions. It scales as easily as your IT virtual machines. With Hitachi Live Insight for Telecom, you can apply super-linear scaling and distributed processing to grow as your analytic needs increase from hundreds of megabits per second to tens of gigabits per second of streaming traffic, without being limited by physical boxes and costly upgrade curves.

**Adaptive Analytics for Optimized Performance:**

With a unique ability to apply machine learning and predictive analytics on the fly, the solution optimizes your network. It allows preventative maintenance actions to be invoked before service-impacting faults occur. Real-time optimization can also apply analytical outcomes directly to systems, which control things like traffic flow, service prioritization, congestion mechanisms, and so forth.

**Open Analytics for Greater Flexibility:** An open architecture and ecosystem allows for the quick and simple creation of customized applications to address your specific user cases, often in a matter of weeks instead of months, to accelerate your time to market. Analytic apps can be created by Hitachi professional services, 3rd-party system integrators or even yourself.

**A Framework Built for High Performance**

The Hitachi Live Insight for Telecom is designed for high performance and scalability (see Figure 2). Components include:

- A **live analytic and data processing engine** supported on the Hitachi Streaming Data Platform, which can ingest up to a million events per second per core from network probes and devices.

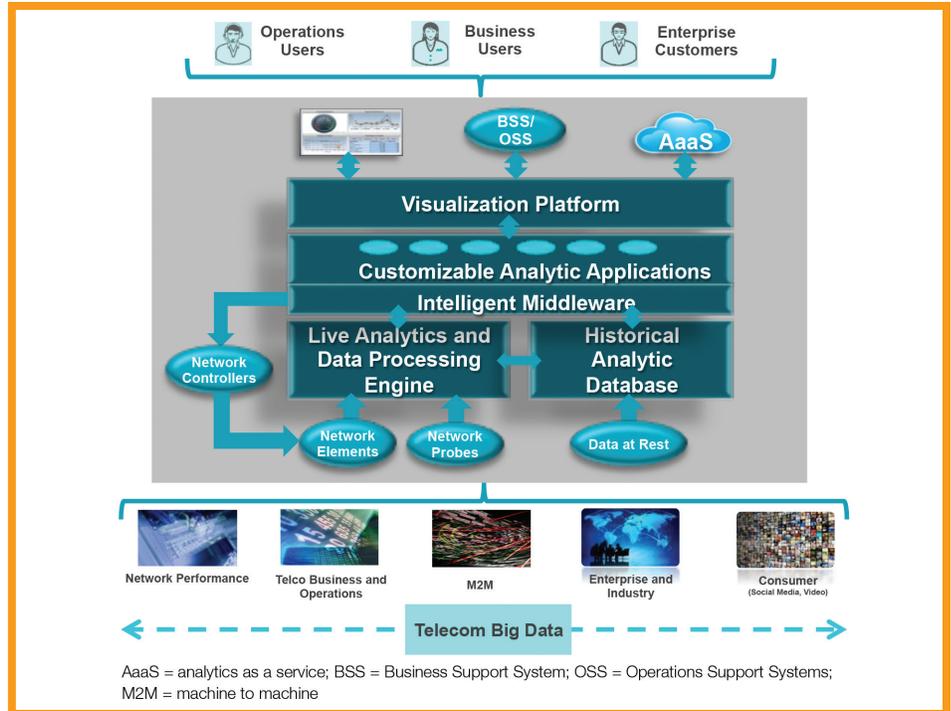


Figure 2. Solution Architecture

- An advanced noSQL time series optimized **historical analytic database** built on the MARS platform, which supports queries without decompression for rapid data access and correlation.
- **Intelligent middleware**, featuring state-of-the-art machine learning to enable use cases that leverage predictive insights or to allow interworking with external controllers to adjust network settings in real time.
- **Customizable analytic applications** for real-time, prescriptive or predictive analytic data processing tailored to operations, business or enterprise vertical uses cases.
- A rich **visualization platform**, built on the RTView platform, which transforms big data algorithms and processing into user-friendly dashboards, reports and tools.

Transform your raw data into powerful information. Take control of your network’s performance, improve customer services, and

grow your revenues with Hitachi Live Insight for Telecom.

**Turn a Great Concept Into Reality**

While big data analytics for telecom may sound like a very attractive proposition, you may be wondering: How do I even get started? How can this apply to my environment and systems? What would I actually need? How long would it take? These questions and more are what our Hitachi Live Insight for Telecom professional services teams are equipped to answer with knowledge, tools and, more importantly, experience, based on working with leading service providers just like you. Our 30-day risk-free proof-of-concept trial offer allows you to prove in the value of Hitachi Live Insight for Telecom for yourself.

Contact us today to get started.

**Hitachi Data Systems**

**Corporate Headquarters**  
 2845 Lafayette Street  
 Santa Clara, CA 95050-2639 USA  
[www.HDS.com](http://www.HDS.com) [community.HDS.com](http://community.HDS.com)

**Regional Contact Information**  
**Americas:** +1 408 970 1000 or [info@hds.com](mailto:info@hds.com)  
**Europe, Middle East and Africa:** +44 (0) 1753 618000 or [info.emea@hds.com](mailto:info.emea@hds.com)  
**Asia Pacific:** +852 3189 7900 or [hds.marketing.apac@hds.com](mailto:hds.marketing.apac@hds.com)

