

# iCX - MANAGE AND MONITOR CPEs INTELLIGENTLY

## iCX - Operator Ecosystem

### Operator Trends

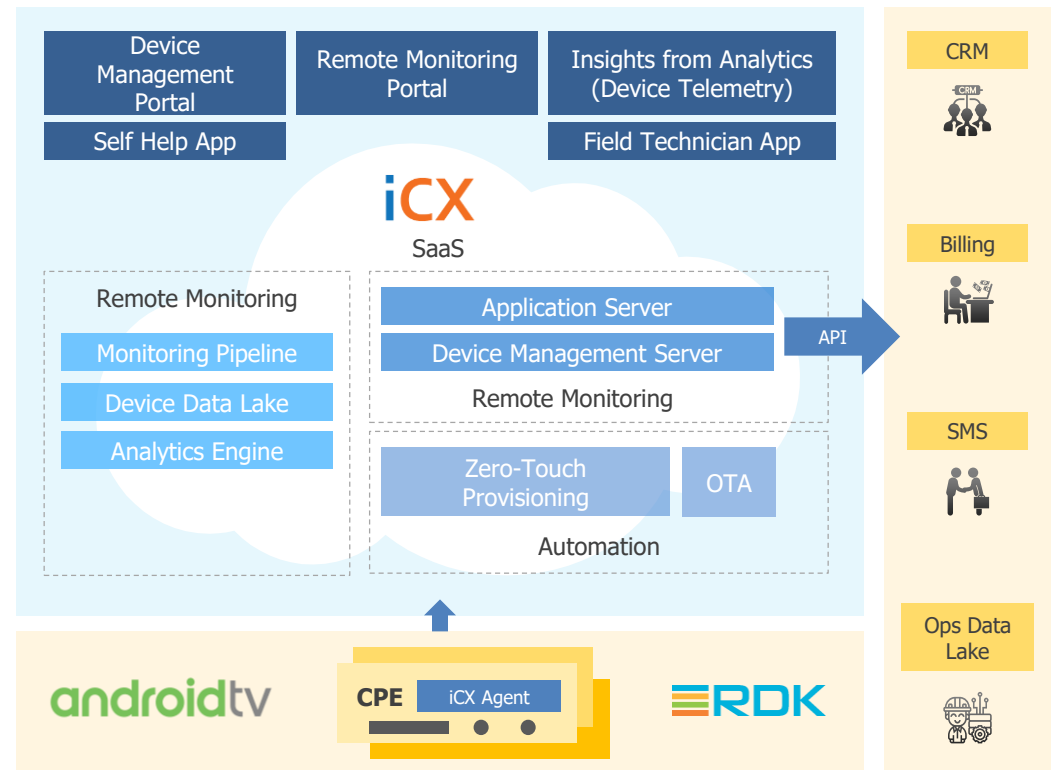
#### Transforming to a Higher Level of Digital Maturity

- Migration to the cloud and **streamlined operations** to respond quickly to new market conditions
- Focus on **sustainability initiatives** like lowering the carbon footprint
- **Advanced data analytics** to help with differentiated experience in areas such as customer onboarding, personalization, troubleshooting, and others

### iCX Features

#### Remotely Monitor and Manage CPEs for intelligent Customer eXperience

- Pay-as-you-go SaaS model
- GDPR compliant
- All-In-One intuitive device management portal
- Remote firmware upgrades, remote screen assist
- standard REST APIs
- Proprietary deep learning algorithm for insights
- Real time monitoring of 100+ parameters, configurable notifications
- Support various device types such as set top boxes and gateway routers extendable to 5G/IoT devices
- Cloud-secure with multi-layered authentication and authorization, geo-filtering, and more



### Success Stories

#### India's leading MSO

"iCX enhances customer experience of Pay TV subscribers by modernizing the management of Android STBs"

#### One of world's largest operators

"iCX is selected for the software management of connected devices across EU footprint"

## iCX - Cloud-Scale | Feature-rich | Secure

### Improve Operational Efficiency

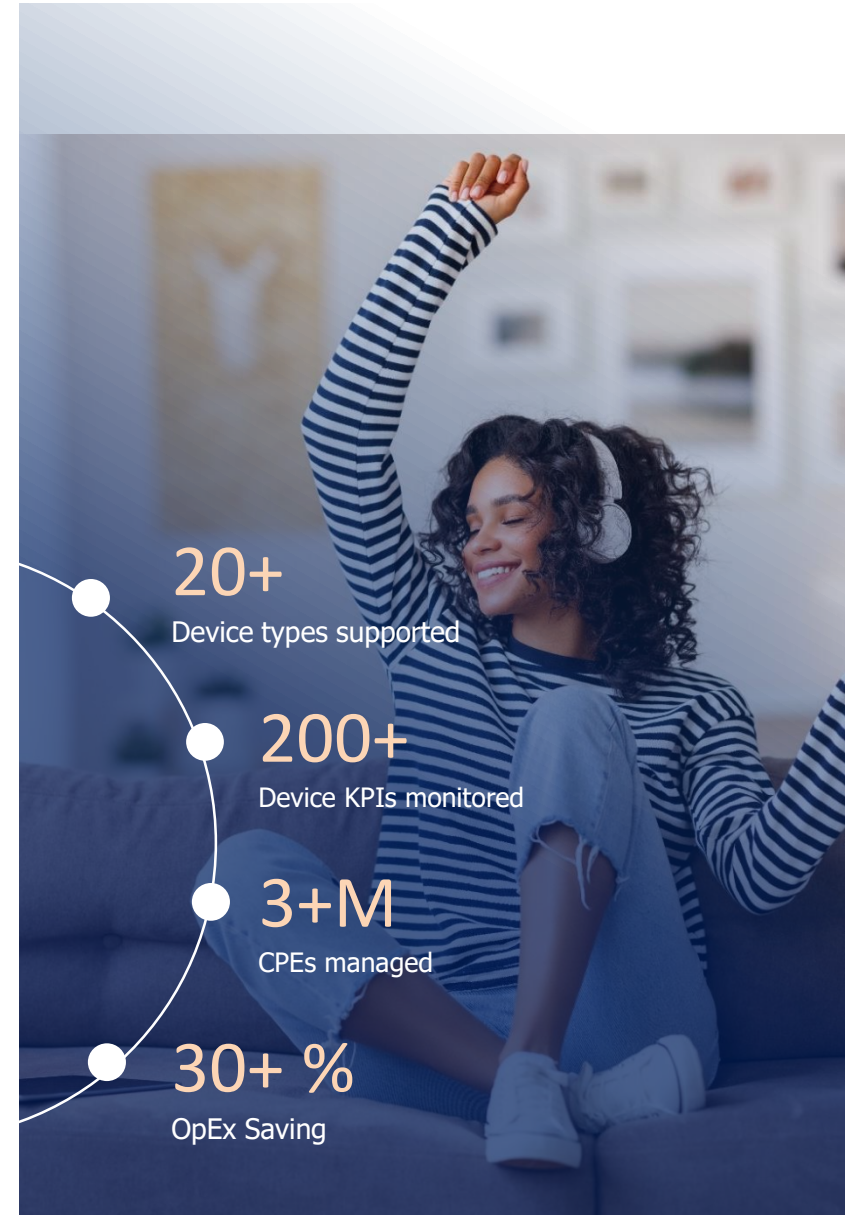
- Optimize workflow through simplified operations and intelligent firmware upgrades
- Proactive monitoring and self-healing mechanisms to reduce call volumes, truck-rolls
- App-based assisted diagnostic service for field trials management and faster roll-outs

### Enhance Customer Experience (CX)

- Accelerates customer onboarding with Zero-touch provisioning and self-care App
- Quick problem resolutions through high visibility dashboards remote screen assist
- Hyper personalization through recommendations from advanced analytics

### And More...

- Stop revenue leakage by blocking the use of the unauthorized device, pirated content or malicious apps
- Contributes to operator's journey towards carbon emission reduction and 'Green Networks'



**20+**  
Device types supported

**200+**  
Device KPIs monitored

**3+M**  
CPEs managed

**30+ %**  
OpEx Saving