



TELECOMMUNICATIONS NETWORK MANAGEMENT

INDUSTRY CHALLENGE

The business of providing telecommunications services is an expensive venture with complex equipment, networks, and delivery partnerships. New channels and delivery methods have added even more complexity by adding more data points to collect and measure. Just monitoring data about critical systems can exhaust resources, leaving little bandwidth for improvement and innovation. However, those companies that are able to marshal their system data, can use it more effectively for diagnostics, performance optimization, and determining strategic infrastructure investments.

Managing network performance with an eye to overall efficiency, least-cost routing, and high quality of service drives the business forward. Insight into the network depends on millions of data points across:

- NETWORK EVENT DETAILS
- FAILURE PATTERNS
- CALL DETAIL RECORDS
- SYSTEM TESTS

Finding an efficient and cost-effective way to keep enough detailed data online and available for diagnostics and optimization is a business imperative.

DATAUPIA SOLUTION

By architecting purpose-built software and industry-standard hardware into a highly cost-effective and intelligent appliance, the Dataupia Satori Server allows you to have persistent access to hundreds of terabytes of data and extract requested information at will. Simply stated, the Dataupia Satori Server makes managing data more affordable and using data easier.

Incorporating the Dataupia Satori Server brings additional capacity to existing data management infrastructures without changes to database platforms or applications through Dataupia's omniversal transparency. The Dataupia Satori Server makes it possible to process multiple requests against hundreds of terabytes of data to quickly access a depth of historical, detailed data.

“We cannot afford to compromise on our use of data because portions are not easily accessible. With Dataupia, we have been able to dramatically increase our capacity for storing online failed call information. Even our largest telecommunications customers can now quickly and affordably analyze months’ worth of failed call logs to effectively manage, troubleshoot, and optimize their networks.”

– Michael Heffner, Unified Assurance Product Director,
Tektronix

FEATURES AND BENEFITS

Dataupia provides persistent access to hundreds of terabytes of data at less than half the cost of other solutions.

The Dataupia™ Satori Server is designed for data-intensive businesses that want:

- CONTINUOUS SCALABILITY
- OMNIVERSAL TRANSPARENCY™
- UNMATCHED AFFORDABILITY
- LOW ENVIRONMENTAL IMPACT
- LIFELONG EASE OF USE

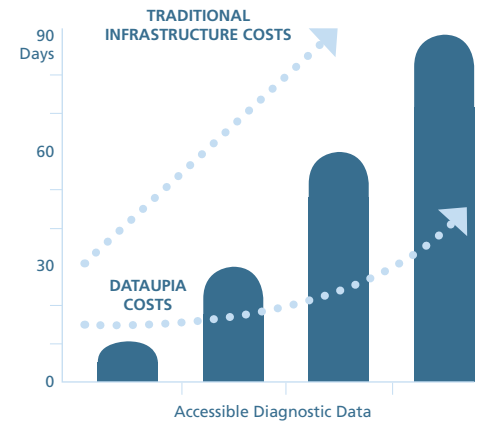
DATAUPIA™
Free your data

EXTEND DATA CAPACITY WITHOUT INCREASING EXPENSES

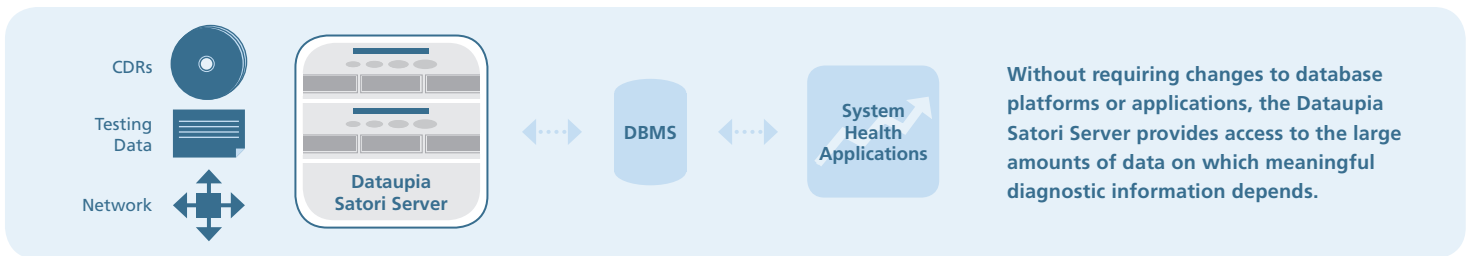
The millions of data points collected throughout telecommunications networks can outpace monitoring capabilities. Getting useful information about networks becomes challenging because the monitoring systems are tied to databases that do not easily scale. As a result, service providers can't access enough data for effective diagnostics.

By implementing the Dataupia Satori Server, providers can collect months or years of system data instead of just days at less than half the cost of traditional infrastructure. Along with online access to valuable data, the Dataupia Satori Server delivers the processing power required for vast amounts of data. In addition to status information, providers have performance statistics spanning months to drive network optimization.

Providers can quickly and easily deploy the Dataupia Satori Server within existing data management infrastructure, even if it includes a mix of database platforms and legacy systems. Without having to learn new database technology or changing dependent applications, they can gain access to all the data they need to ensure a high-performing system and a high quality of service.



Increase the amount of persistently accessible diagnostic data while containing costs. Retain months of data at less than half the cost of traditional data management infrastructure.



UNPRECEDENTED ACCESS TO YOUR DATA AT UNMATCHED SAVINGS

Your data management strategy requires balancing growing volumes of operational data against steadily increasing costs for just maintaining data. However, data is one of your valuable assets. Data also holds the key to new business and service opportunities, if you can put it to use. Dataupia's value proposition is essentially this: Make it affordable to keep the amount and type of data you need and use that data to its fullest advantage.

Think about what you could achieve if you had Dataupia to:

- ENABLE PERSISTENT ACCESS TO HUNDREDS OF TERABYTES OF DATA AT LESS THAN HALF THE COST OF OTHER SOLUTIONS.
- SECURELY COLLECT, STORE, AND QUERY MASSIVE AMOUNTS OF DATA COST-EFFECTIVELY.
- AUGMENT CURRENT TECHNOLOGY INVESTMENTS TO DELIVER MORE DATA TO MORE PEOPLE.
- MAKE DATA FROM LEGACY AND MAINFRAME SYSTEMS MORE ACCESSIBLE TO BUSINESS USERS.
- INCREASE THE DATA CAPACITY OF BUSINESS SYSTEMS THROUGH A LOW-RISK, LOW-COST SOLUTION.

ABOUT DATAUPIA

Dataupia, founded in 2005, brings a strong record of industry leadership to addressing the growing gap between the massive volumes of stored data and the portion that a business can use to its benefit. By architecting specialized software and industry-standard hardware into a highly cost-effective and intelligent appliance, Dataupia's solution will amplify an organization's existing information systems to provide deeper access into their data universe and more comprehensive business insight. *Learn more at www.dataupia.com.*