

The need to monitor QoE

The ever-increasing network traffic and user expectations to reduce cost make the delivery of high QoE for multimedia services more vital than ever. The impact of poor QoE delivered results in a 16% increase in negative emotions, a 20% decrease in user engagement, and 76% chances of churn due to buffering issues. QoE monitoring is usually a lagging indicator, although real-time monitoring can help to reduce the churn rate.

40% of QoE related issues cannot be reproduced in a lab and hence do not find a solution. The sources of further 35% of the issues are unsure, usually attributed across the network, CDN, and Wi-Fi. Only 25% of the issues are triaged, and most are solved after considerable delay.

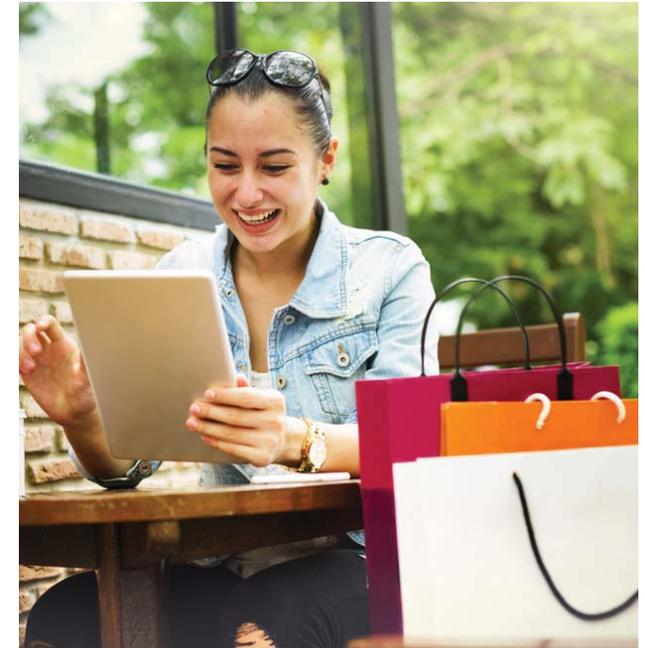
Delivering QoE is challenging

High Precision QoE APIs designed to measure performance on the video side with highest level of accuracy and precision - up to frame level - offer great promise to enhance the QoE/CX monitoring. Moreover, these APIs are platform agnostic.

However, a plethora of devices (device fragmentation) cause stress on development and testing team, as multiple versions of the devices need to be supported, thus increasing development costs by at least 40%.

Media players are not optimized for application-specific resource allocation, and hence organizations often spend a lot on CDNs.

Developers often are the last in the chain of problem solvers who attempt to fix the QoE related issues in the field. Consumers bear the brunt of this delay with continued poor QoE until the patch is applied.



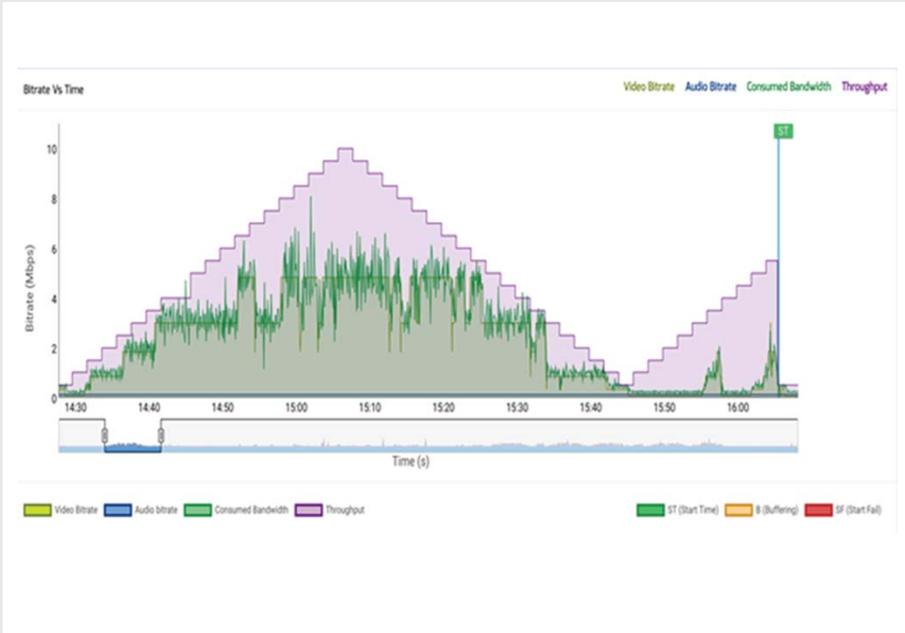
Benefits to the Customer

- Improve customer engagement and retention, and expand their customer base
- Reduce customer dissatisfiers
- Increase RoI on software delivery workflow automation, and speed up acceptance

FALCON EYE QoE

Service Framework

FalconEye QoE



Shifting the focus towards early QoE Improvement at the development stage

Proactive QoE Analysis along with right automation helps in triaging issues faster and shifts focus from reactive monitoring to proactive QoE improvement strategies

Special Features

- Player predictability
- Multi device support - smart TV, Android, iOS, consoles and OTT/STB boxes
- Frame accurate KPI for traceability & actionability
- Dashboard to visualize experience delivered

