

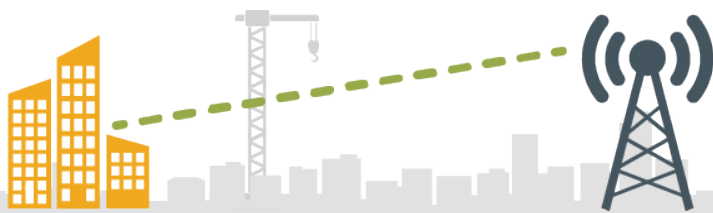
Cellular Clarity Product Sheet

Transform the value of cellular services

Businesses see 4G/5G cellular connections as fast to install for:

- **Active data carrying circuits** or
- **Backup solutions** in case primary physical connections fail

There are many factors which can affect 4G and 5G performance, not least being signal strength. Based on radio technology, cellular connections are dependent on maintaining a good quality, strong signal with a local cellular mast.



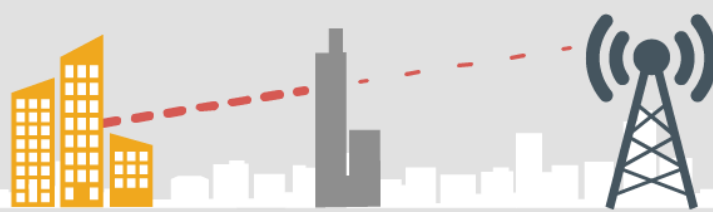
Cellular connections have historically had poor performance and unexpected costs.

Poor performance causes linked to poor signal strength

- local radio interference
- decommissioned or moved masts
- accidentally disconnected antennas in routers

Unexpected costs

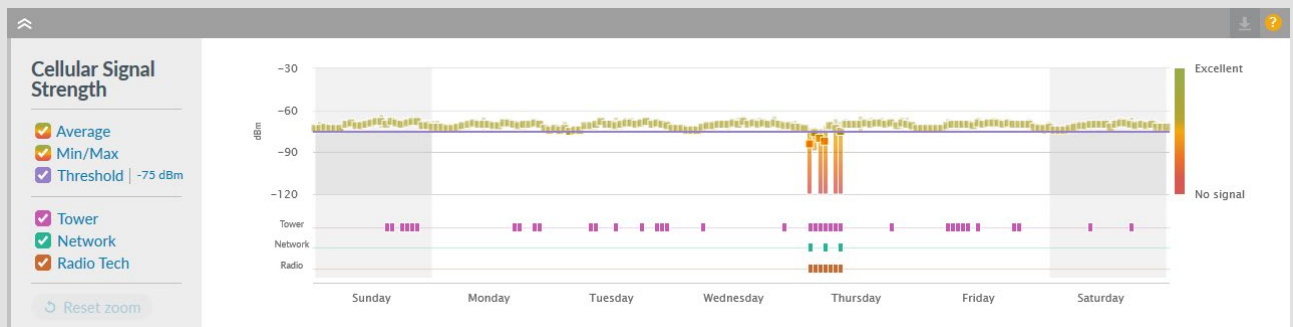
Following an outage on the primary connection, data should transfer off the cellular backup. If this fails to happen, then ongoing use of the cellular backup is expensive. Notification of this can control costs.



Solution features

Compare signal strength to a threshold and alert if poor

Highlight's Cellular Clarity measures the signal strength as the router at the customer's site sees it. Signal strength is compared against a threshold which can be custom defined for each circuit. When this threshold is crossed, the heat tile changes **amber** then **red** and alerts can be sent. Easily identify where a cellular circuit does not have sufficient signal strength **before** it is called upon, and therefore to take action to ensure resilience.



Low signal strength on Thursday generates an alert

Report on other changes, historic performance and cumulative usage

Additional indicators explain changes in performance:

- cell tower ID
- network
- radio technology

Drill down to a specific day to see when a change happened with more details provided. With reporting, look back on the previous month and see how often the signal strength was below threshold. Volumes of data on cellular can be monitored via a daily or weekly scheduled report to monitor and control costs.



Advantages for Service Providers

What use is a backup line that fails to deliver resilience?

Up until now, cellular connections have been 'best endeavours' alternatives to fixed lines. Yet too often the 4G circuit could not be relied upon in an emergency. Retail and hospitality businesses have been unable to conduct digital transactions, directly affecting their revenue and reputation.



Cellular Clarity enables you to offer:

- Proactive monitoring of cellular connections
- Alerting if signal strength drops
- Troubleshooting around causes of poor performance
- Reporting on percentage of high performance time for each cellular connection
- SLAs on cellular services

A fully managed service

Your customers want cellular connections for convenience, but they no longer need to accept reduced reliability. Treat cellular as a managed service and use your offering to attract new business, keep existing customers satisfied and reduce the risk of churn to competitors.

Cellular Clarity is supported on Cisco, Cisco Viptela and Virtual Access devices.

