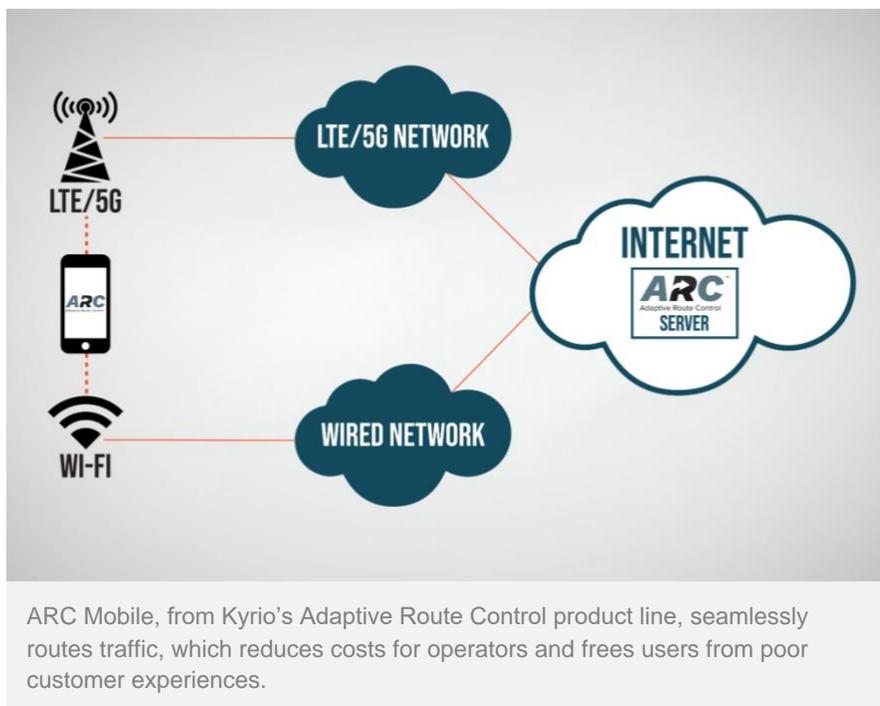


ARC Mobile™

Improving customer experience through Adaptive Route Control

Addressing a Costly Problem

Today, high-quality wireless connections are necessary all the time. But when connectivity and quality are compromised, users must manually troubleshoot and switch to a better-quality connection, which can result in frustration for the user, customer service complaints and even loss of business for the operator. This poor customer experience is due to network operators having little control over which traffic is routed over Wi-Fi or cellular networks. In addition, when customers turn off Wi-Fi and route traffic over LTE, operators incur high costs, which affects competitiveness and profitability.



An Automated Solution from Kyrio

Kyrio's ARC Mobile improves the customer experience by freeing users from the need to troubleshoot their own network connectivity. It also reduces churn and creates happier, more loyal customers for operators—all without requiring additional equipment because the service lives on the ARC Mobile app and cloud instance.

ARC Mobile Gives Operators Control

With ARC Mobile, operators can automatically route traffic over the lowest-cost network (either Wi-Fi or 4G/5G). This ensures that operators avoid unintended routing over more expensive network assets, which allows them to stay competitive and maintain operational efficiencies.

How ARC Mobile Works

- **Identifies best-performing network:** ARC Mobile uses network-probing algorithms and a crowd-sourced approach to find the best network at all times based on traffic measurements. Using the combined information from all users connected to the system, ARC Mobile decides whether, how and when to switch traffic to any available network. The solution works on existing 4G/LTE networks and 5G networks.
- **Provides application-type policy control:** Operators can set ARC Mobile traffic routing policies for each application type's traffic. This is done by applying classification algorithms to categorize application traffic without requiring deep packet inspection. This module builds application traffic profiles that let operators craft unique per-application policies.
- **Creates continuity:** As routing policies dynamically adapt to changing network performance, traffic is seamlessly routed from one network to another. This implements a make-or-break approach that provides session continuity to real-time applications like video calling.
- **Contains lightweight client components:** ARC Mobile leverages a client-server architecture where an application is installed on the mobile device and the server is hosted wherever it is convenient for the operator. Server components can be hosted on the same hardware, on separate hardware, in the operator data center or in a third-party cloud. ARC Mobile is built to work in any of these environments. Plus, it is designed for efficiency (battery consumption and data overhead), scalability and security.
- **Provides flexible operator customization:** The ARC Mobile architecture leverages a scalable modular design. It can accommodate any operator's needs because the policies are designed so that new modules can be developed as needed. Operators can define routing policies based on application or application type, product offering, service tier or application requirement. They also can embed business rules in the policies, such as "If Wi-Fi is good enough, use Wi-Fi for streaming apps when on a roaming network."
- **Future-proofs for new standards:** Although it's still an over-the-top solution, ARC Mobile's flexible architecture allows for integration with emerging wireless standards as they become available.

Learn More

Visit www.kyrio.com/arc-mobile/ to learn more about ARC Mobile and watch a demo video.

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