

Helping CTOs and COOs efficient in fact-driven decision making: presenting **SmartAlerts** module

The top priority for broadcasters and OTT providers is a superior Quality of Experience for their end-users. Technical and operational teams must implement solutions and other quality assurance processes to track and improve their service and the experience of the end users, so they can take immediate action. This means that you need to be alerted of any issue in real time.

The **SmartAlerts** module allows CTOs and COOs to identify peering, network capacity, and congestion issues that act as bottlenecks for video delivery. This is important as these issues may reduce customer revenues or potentially increase the cost of customer support .

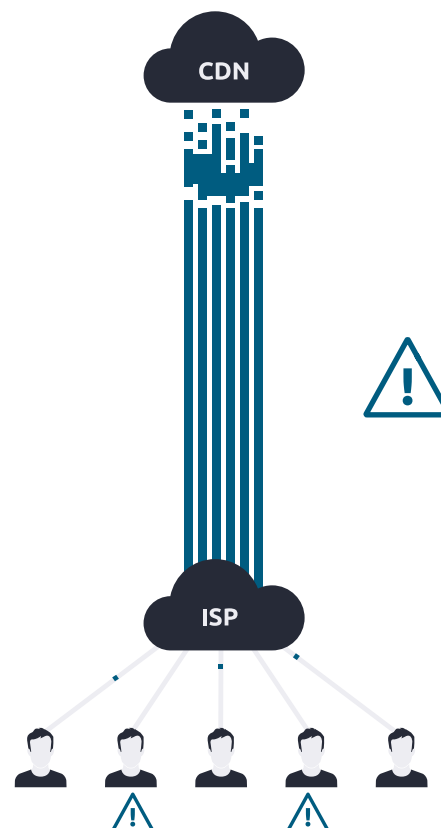
No other solution on the market provides you with alerts in real time to indicate where a potential problem may be.

Moreover, **SmartAlerts** will pinpoint the precise number and identity of users impacted by a specific issue, which enables you to take proactive actions towards those users if needed.

SmartAlerts will inform technical and support teams proactively of the issues in real time via three channels:

- YOUBORA's user interface
- EMail
- or an API hook

It also allows to you automate sending messages to customers, like an apology email with a coupon or a simple message to manage expectations and nurture the relationship.



Detect in real time congestion issues in the video delivery ecosystem.



Identify in real time the amount of users impacted by a certain problem.



Notify in real time technical and support teams.

Some of our customers

