

SmartAlerts

Intelligent Alert System

A 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.

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

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

- ▣ YOUBORA's user interface
- ▣ Email
- ▣ API hook

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



<p>Identify the amount of users impacted by a certain problem in real time</p>	<p>Notify technical and support teams in real time</p>	<p>Detect congestion issues in the video delivery ecosystem in real time</p>



Some of our customers