



What is PRISME by ADB?

PRISME™ is a gateway and in-home network monitoring and optimization solution for broadband operators, telcos, and service providers. It helps operators identify, prevent, and resolve connectivity issues before they lead to customer frustration, repeat support calls, or unnecessary field visits.

By combining continuous telemetry, intelligent analysis, and controlled optimization, PRISME helps operators reduce support costs, improve service quality, and deliver a better subscriber experience across broadband and video services for higher NPS and increased customer loyalty.

Who is PRISME designed for?

PRISME is designed for broadband operators, telcos, and service providers that want to improve in-home connectivity, reduce customer care costs, and take a more proactive approach to service assurance.

It is particularly relevant for operators managing mixed CPE estates, limited in-home visibility, and growing pressure to improve customer satisfaction without adding complexity or replacing installed hardware.

Which management protocols are supported by PRISME?

PRISME supports standard management protocols including TR-069 and TR-369.

For legacy devices, PRISME can work via the operator's ACS environment, while newer gateways that support TR-369 can provide more direct and granular telemetry. This helps operators gain visibility across mixed and evolving device estates without installing a dedicated PRISME agent on the gateway.

How is PRISME different from a traditional NMS?

Traditional network management systems are often focused on monitoring and alerting. PRISME goes further by helping operators understand what is happening inside the home, assess service quality continuously, and support the right next action.

That may include self-healing Wi-Fi adjustments, guided troubleshooting for support teams, or self-care support for subscribers. In other words, PRISME is not just about visibility or speed testing. It is about using telemetry, scoring, decision logic, and controlled intervention to improve customer experience and reduce avoidable support effort.

How does PRISME use AI?

PRISME uses embedded AI to turn telemetry from across the operator's CPE estate into practical action. It supports AI-guided troubleshooting, plain-language insights for support teams, safer automation, and predictive analysis that can highlight churn risk, instability, or upgrade opportunities. The result is faster decisions, lower support effort, and a better subscriber experience.

Can PRISME support hybrid or multivendor CPE environments?

Yes. PRISME is designed for real-world operator environments, including mixed estates with different gateway models, vendors, chipsets, and generations of CPE.

Because it communicates via open standards and standard management methods, PRISME helps operators remotely manage and improve service assurance across existing deployments without forcing large-scale hardware replacement. This extends the lifetime of legacy hardware to maximize return on existing investments.



Is PRISME a cloud-native or on-premise solution?

PRISME is designed for on-premise deployments, ensuring full control over data and compliance with telecom regulations. However, it supports hybrid deployment models when needed.

Is PRISME a self-learning system?

Yes. PRISME continuously learns from historical data, operational feedback, and performance trends, making its predictions more accurate over time.

What are the key features of PRISME?

PRISME includes:

- Real-time anomaly detection
- Multi-domain event correlation
- Root cause analysis
- QoS and QoE scoring
- Predictive maintenance
- AI-powered service insights

What does the deployment process look like?

PRISME is modular and scalable. It can be integrated with existing OSS/BSS systems and configured to ingest data from multiple sources. A typical deployment includes system integration, data mapping, and customization of analytics dashboards.

What is automated root cause analysis in PRISME?

When an issue occurs, PRISME can trace it back to its origin by analyzing patterns across multiple layers of the network. This reduces Mean Time To Repair (MTTR) and operational workload.

Can PRISME be customized for specific operator needs?

Yes. PRISME is highly configurable - from the data models and KPIs it tracks, to the rules that trigger alerts or actions.

Does PRISME require external AI platforms?

No. PRISME includes its own AI engine and does not rely on third-party AI services, ensuring performance and data sovereignty.

How does PRISME perform anomaly detection?

PRISME uses AI algorithms to continuously analyze network telemetry data and detect patterns that indicate service degradation or faults - often before they impact customers.

How does PRISME score Quality of Service (QoS) and Quality of Experience (QoE)?

PRISME combines technical metrics (latency, jitter, packet loss) with behavioral data to provide a real-time QoS and QoE score. This helps operators understand not just network health, but also customer satisfaction.

