

# NRM

## Network Resource Management

### Dynamic Intelligent Bandwidth Control

NRM includes a Traffic Acceleration Platform which Controls and Optimizes the Connected Passenger Experience, with proprietary Bandwidth Management Technology.

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Bring the world to you

# NRM

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**NRM is Global Eagle's software technology which delivers higher performance over existing bandwidth.**

As demand for connectivity via satellite continues to grow, delivering the customer an optimized experience is essential. The commercial viability of a connected aircraft requires expert management and intelligent control of every valuable megabit of bandwidth.

Global Eagle's connectivity enhancing software uses proprietary technology to identify, segment and manage internet traffic.

The solution monitors user internet consumption

including Web Browsing, Video Streaming and Messaging, to enable prioritization over background traffic such as software updates, P2P and large file transfer.

By technically handling internet traffic at this granular level, bandwidth can be precisely managed to maximize every megabit and effectively match direct user demand.



Intelligent granular traffic management for an individual passenger's optimized connectivity experience.



User behaviour identification and segmentation using traffic signature, inclusive of encrypted and secured HTTPS applications.



Prioritization of bandwidth for crew operational inflight services.



Multi-dimensional filters and levers eg. application, traffic and plan, for dynamic QoS consumption.



In-depth understanding of passenger internet consumption trends for informed strategic decision making.



Optimized video streaming to control and maximize cabin-wide experience.

# Bandwidth Management & Control

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NRM engine



Upload and download traffic managed dynamically based on Application & WAN performance.

Represents key consumption behaviors



Source: Global Eagle's Airview Data

## Bandwidth Efficiency

### 20-30% savings/avoidance

35-50% of bandwidth usage to the user is high volume background traffic, such as backups, updates, P2P and large file transfers.

NRM controls specific user-demand for optimized response time and improved passenger experience. This means that the internet traffic paid for is directly used, and revenue per MB returns IFC increased profitability.

## Economical Video Streaming

### Optimizing video streaming for a balanced connected cabin

NRM enables optimized video streaming\*, with adaptive bit-rate management which results in improved connected end-user experience.

\*Cisco VNI forecast estimates that Video traffic will consume up to 70% of overall traffic volume.

## Enabling Premium User Segmentation

### Enabling tiered pricing through dynamic bandwidth usage control

NRM customizes IFC to meet business and leisure passengers internet consumption and monetize traffic demands.

Superior passenger segmentation control for enabling tiered WiFi pricing and performance expectations.

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## Perfecting WiFi Experience

- Maximizing the quality of experience through granular control of bandwidth; delivering full control over the network down to an individual passenger.
- NRM delivers application specific intelligence and a flexible satellite network based on capacity, user behavior, location and other business drivers.
- Integrated video optimization and dynamic congestion management dramatically improves end-user quality of experience during peak usage.
- Custom application and traffic signatures are used to significantly improve even encrypted application performance.

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Increased WiFi QoE

Background data reduction

Intelligent App prioritization

Optimized streaming economics

WiFi optimization

Price point segmentation

Net Neutrality