

Monitoring data services

- Data services have dramatically increased in recent years.
- Data services also represent a huge source of revenue.
- Customer churn is highly linked to data services performance.
- There are more and more 3G enabled handsets on the market.



Analysing service access

• Phase 1:

Network Attachment - Handset data registration

• Phase 2:

PDP Context - Data establishment

• Phase 3:

Data transfer : Service usage

Recommendations

Grant subscriber access to network

"Our analysis uncovered that more than 80% of the subscribers who attempted to access the GPRS network were rejected", says Remy PASCUAL, Consultancy Services Engineer at Astellia. "A further investigation showed that these customers' GPRS rights had not been activated".

After the second capture it was clear that **almost 100% of subscribers** were able to access the network thus generating **more revenue**.

Reconfigure handsets

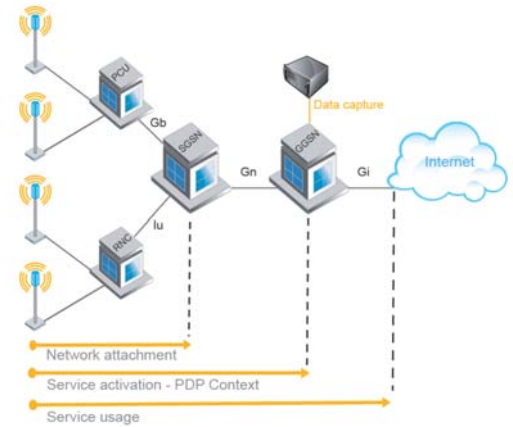
The analysis pinpointed that 25% of mobile handsets did not have any APN configured by default. Subscribers were simply **unable to use** Web, MMS and email services.

Astellia provided an extensive list of subscribers affected to the operator who was able to **reconfigure handsets** automatically over the air.

Send antivirus to Symbian phone owners

Another handset related issue was identified in which 80% of the MMS sent were **generated by a virus** infecting Symbian OS mobile phones.

This caused **network resource inefficiency** and could have resulted in congestion. Thanks to Astellia, the operator was able to send an **anti-virus** directly to infected handset owners.



Optimise Web portal architecture

The operator's Web portal is accessed by most subscribers willing to surf on the net, access emails and download content such as news, entertainment and ringtones. This represents an **important source of revenue for the operator**.

"In the current case, the operator's Web portal took more than 15 seconds to download on average which is **unacceptable for most subscribers**", says Christophe Brecy, Packet Services Expert at Astellia.

"We provided our customer with a set of recommendations to **optimise their Web portal architecture**. It now takes 8 seconds to download content and subscribers are experiencing **better QoE**. The PSM application is extremely powerful for analyzing MMS, video streaming, email, Web services. It shows us exactly how **multimedia content is perceived by subscribers**."

Benefits

- Revenues increased by more than **\$1,200,000* a year**
- Network access to **100% of subscribers**
- Improved handset performance
- Viruses removed from the network
- Optimized operator web portal architecture
- Customer experience dramatically improved

* Based on customer figures

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