

## **Tektronix Adds Intelligent Application Services for Mobile Networks Unified Assurance Offering Helps Improve Revenue and Minimize OpEx**

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Tektronix, Inc. , a worldwide provider of communications network management and diagnostics products announced the addition of Intelligent Application Services (IAS) for mobile network operators to its Unified Assurance (UA) solution. The UA offering from Tektronix leads the industry in managing GPRS and UMTS networks, and is in operation in major mobile networks throughout the world. The addition of the IAS application will enable network operators to further increase customer satisfaction, leading to cost savings and increased revenue from wireless services.

As the mobile market matures, operators face the challenges of commoditization, churn and reduced margins. In this competitive marketplace, the rapid provision of wireless data services such as email, web browsing and downloads, along with automated problem identification, are crucial for customer attraction and retention. IAS applications leverage the wealth of valuable information provided by Tektronix' industry leading GeoProbe network monitoring platform to provide critical network intelligence to various organizations including customer care, network operations and engineering, and marketing and sales.

"We are excited to add IAS applications to Unified Assurance, the industry's highest capacity and most scalable architecture available," said Robert Froehlich, Senior Manager, Mobile Multi-Service Product Marketing for Tektronix' Unified Assurance business. "With Tektronix' IAS offering, carriers can automate the discovery and resolution of the most important service access problems in their network. We will continue to work closely with major carriers worldwide to enhance our IAS offering with new applications that will enable them to improve their end customer's experience while significantly reducing operating costs."

The IAS application provides the ability to analyze, detect and correct improper configuration of subscriber handsets. When misconfigured handsets are detected by the IAS application, over-the-air (OTA) reconfiguration messages can be initiated automatically to correct the problem, allowing the subscriber to successfully gain access to their desired services. The IAS application can also notify the operator's customer care system with the pertinent information before complaining subscribers even realize their handset problem is fixed, greatly improving efficiency, quality of service and customer satisfaction.

"We see a significant potential for OPEX reduction for carriers due to the automated, self-healing nature of this application," said Sankara Jambulingam, Communications Test Research Analyst, Frost & Sullivan. "The significance of this application is the direct impact on improved perception of network quality and reliability that leads to reduced churn levels thereby maximizing CPGA (Cost Per Gross Addition) investments and ROI (Return on Investment)."

### About Tektronix

Tektronix, Inc. is a test, measurement, and monitoring company providing measurement solutions to the communications, computer, and semiconductor industries worldwide. With more than 55 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks and advanced technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is [www.tektronix.com](http://www.tektronix.com).

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