

TMN Chooses Tektronix Unified Assurance for Real-Time Mobile Services Management

Deployment of Infrastructure-Independent Real-Time 2.5G and 3G Performance Management Solution Supports Accelerated Revenue Growth From Mobile Data Services

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BEAVERTON, Ore.

Tektronix, Inc. , a worldwide provider of communications network management and diagnostics products, announced that TMN, the largest mobile network operator in Portugal, has rolled-out an interactive, infrastructure-independent services management system utilizing Orion and Beamer from Tektronix' Unified Assurance (UA) suite. The TMN Customer Centric Service Quality Management (CCSQM) enables the operator to deliver enhanced customer service and generate increased revenues through real-time, end-to-end performance management of its 2.5G and 3G mobile services.

The CCSQM solution provides TMN with an end-to-end, customer-oriented view of network performance and service that allows technical teams to identify and rectify service degradations and failures in real-time. By utilizing the two Tektronix UA products, TMN CCSQM project requirements have been met for an end-to-end solution that covers initiatives in the company's customer care, quality, engineering, operations and commercial divisions. Orion allows TMN network operations and service product management personnel to proactively manage service quality and commitments, and Beamer addresses customer assurance requirements by providing sales personnel with visibility into service delivery performance for corporate customers. TMN can now continuously assess customer satisfaction levels, maximize roamer usage and identify and rectify QoS issues as they arise.

"The customer-focused nature of the CCSQM project reinforces our commitment to superior customer experiences that should help us to raise data revenues from our 2.5G and 3G networks by approximately 14 percent based on initial measurements," said Paulo Santos, Project Manager, TMN. "Using the Tektronix Unified Assurance platform as a fundamental part of CCSQM allows us to measure quantitative and qualitative key performance indicators (KPIs), and to manage our data services interactively in real-time. As a result, we can proactively detect network and service problems and both identify and rectify problems that affect the QoS our customers receive. The ability through Unified Assurance to monitor in real-time the quality experience on a per-customer basis gives TMN a competitive advantage by enabling us to commit to superior levels of service for corporate customers and the ability to monitor service level agreements (SLAs)."

Significant in delivering the CCSQM end-to-end capability is the infrastructure-independent nature of the Tektronix UA platform, which allows CCSQM to work seamlessly with all of the technologies that make up the TMN mobile network. As a result, any network event that impacts the customer experience can be quickly identified, reported and resolved, optimizing service for the subscriber.

"A key factor in selecting the Tektronix Orion and Beamer Unified Assurance solutions was the multi-vendor interoperability that has allowed us to provide end-to-end network and service views independent of our network infrastructure and underlying hardware technologies. Tektronix has also provided very high levels of support to TMN, from project inception to the current, ongoing roll-out," said Santos.

About Tektronix Unified Assurance

Tektronix Unified Assurance network management is a scalable, infrastructure-independent solution that has

become the established industry leader for managing GPRS and UMTS networks. Using UA-based implementations, operators can see problems sooner, fix problems faster and optimize their networks in real-time. In addition, UA also provides solutions for customer assurance initiatives that improve the acquisition and retention rates of key corporate customers. Unlike other offerings in the market, Tektronix UA provides seamless management of the entire network, the services offered on the network, and the customers using those services, via a single carrier user interface.

The Tektronix Orion product line addresses service assurance requirements by providing network operations and service product management personnel with visibility into service delivery performance for carrier-to-carrier services, carrier-to-subscriber services, and carrier-to-content provider services. With Orion products, mobile and fixed carriers can proactively manage intra- and inter-network service performance as well as administer service portfolio lifecycles. Real-time, end-to-end performance visibility of user content is coupled with guided, actionable paths connecting issues that impact service with the individual transactions occurring between network and service entities.

The Tektronix Beamer product line addresses customer assurance requirements by providing corporate sales and marketing personnel with visibility into service delivery performance for high-value corporate customers. Real-time visibility into end-to-end performance is made actionable with guided paths that connect issues that impact specific customers with individual transactions for swift problem isolation and troubleshooting.

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.

About TMN

Created in March 1991, TMN is a subsidiary of the Portugal Telecom Group and the leading mobile telecommunications provider in Portugal, with more than 5 million customers.

Investing in the ongoing diversification of solutions tailored to individual and professional needs, TMN makes technological innovation and orientation towards the client drive its overall activity, supported by constant investments to strengthen the network coverage and the quality of service.

TMN has a history of leading the mobile market in Portugal with attractive, advanced services. In April 2004, TMN made history when it became the first operator to launch video call mobile service within the Portuguese market, simultaneously becoming the 3rd operator to launch this service in Europe. To date, TMN has launched a set of innovative 3G services, such as video-calling, video-mail, video-portal, video-call-center and video-sharing in the Portuguese market. Most suited to the Corporate segment, TMN provides its customers with TMN OutMail service, which enables access to corporate email. In addition, TMN offers the only data tariff plan in Portugal that bundles GPRS/UMTS and Wi-Fi.

For more information, visit Portugal Telecom on the Internet: www.telecom.pt

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SOURCE: Tektronix, Inc.

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