Tektronix Provides Vodafone Italia with Mobile Data Service Monitoring and Roaming Quality Assurance
Unified Assurance Solution Expands Network Management Capabilities with Proactive Visibility into Roaming Activity for Data-Services

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Tektronix, Inc. , a worldwide provider of communications network management and diagnostics solutions, today announced that Tektronix' Unified Assurance solution for mobile network surveillance and roaming performance analysis will be deployed at Vodafone Italia. Vodafone Italia will use Unified Assurance to effectively manage the performance of its mobile data network and to troubleshoot service-affecting issues across its GPRS and UMTS infrastructure. In turn, the deployment will offer a solid foundation for new service introductions and next-generation OSS initiatives within the Vodafone Group.

Performance and availability optimization of business-critical data services such as Multimedia Messaging Services (MMS), Wireless Application Protocol (WAP) and internet access is imperative to ensure Quality of Service (QoS) to both residential and roaming customers. The Unified Assurance solution from Tektronix, including the industry leading, GeoProbe, APM and Orion products, will enable Vodafone Italia to proactively monitor the quantity and quality of data services delivered to its customers roaming abroad and to visitors from other countries who want to access Vodafone Italia's high-quality data services. Vodafone Italia can continuously monitor the network for performance problems and identify and rectify QoS issues as they arise, leading to enhanced customer experience and improved operational efficiency.

Over 23 million subscribers depend on Vodafone Italia to deliver high-quality innovative services, and trouble-free communications. The Unified Assurance solution provides the capabilities necessary to proactively manage the end user experience in real-time and reduce operational costs.

"Vodafone Italia is an innovative and prominent global carrier," said Doug Dickerson, Vice President and General Manager, Tektronix' Network Management business. "As the leading provider of GPRS and UMTS mobile network management solutions worldwide, we are very excited about the opportunity to work with them to deliver the highest quality mobile voice and data services."

About Unified Assurance

Tektronix' Unified Assurance solution, currently in operation in major networks throughout the world, is the established industry leader for managing next generation converged networks. Tektronix provides Service Providers a future proof, network infrastructure independent, highly scalable performance monitoring and management solution that supports services across legacy SS7, mobile 3G and IP multi-service and next generation networks all on the same platform.

The Tektronix GeoProbe product line addresses network assurance by providing network engineers with the information required to solve network and service problems across technologies, applications and element vendors. With GeoProbe products, network operations personnel can proactively monitor, manage, diagnose and troubleshoot the overall health of mobile, fixed and multi-service networks. In addition, GeoProbe empowers engineering and planning departments to improve network capacity growth and traffic management decision-making.

About Tektronix

Tektronix, Inc. is a test, measurement, and monitoring company providing measurement solutions to the communications, computer, and semiconductor industries worldwide. With 60 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.

NOTE: Tektronix is a registered trademark of Tektronix, Inc. All other trade names referenced are the service marks, trademarks or registered trademarks of their respective companies.

SOURCE: Tektronix, Inc.

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