

Tektronix Expands Association With Vodafone Italia to Provide 2.5G/3G Mobile Data Service Customer Assurance

Tektronix' Beamer Application Builds Upon Existing Unified Assurance Network Management Solution Deployed at Vodafone Italia

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BEAVERTON, Ore.

Tektronix, Inc. , a leading worldwide provider of communications network management and diagnostics solutions, expands its association with Vodafone Italia by providing its Beamer customer experience management product for the network operator's 2.5G/3G mobile data services. Vodafone Italia is currently deploying Tektronix' industry-leading Unified Assurance solution, including the GeoProbe, APM and Orion products, to effectively manage the performance of its mobile data network and to troubleshoot service-affecting issues across its GPRS and UMTS infrastructure.

Beamer, the customer assurance component of Tektronix' Unified Assurance portfolio, provides customer-centric information about the quality of network, commercial and proprietary services. Beamer provides real-time visibility into service delivery performance and will enable Vodafone Italia to analyze corporate and high-value accounts in relation to the service performance levels offered on such data-based applications as Internet browsing and corporate access. With Beamer, Vodafone Italia can continuously assess and report customer experience satisfaction levels to improve the acquisition and retention of their most valuable customers.

"We are pleased to extend our working relationship with Vodafone Italia by providing true end-to-end performance monitoring solutions for customer, service and network assurance of their next generation mobile data services," said Doug Dickerson, Vice President, Network Management, Tektronix. "With Beamer, we are delivering a proactive customer management solution to help Vodafone Italia differentiate itself from its competitors and achieve its customer retention goals and objectives."

About Tektronix' 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 GeoProbe product provides network engineers with the information needed 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.

The Orion product provides visibility into service delivery performance for the carrier-to-carrier, carrier-to-subscriber, and carrier-to-content provider services. Mobile and fixed carriers can manage intra- and inter-network service performance plus administer service portfolio lifecycles. Real-time, end-to-end performance visibility of user content is coupled with guided actionable paths connecting service-impacting issues with the individual transactions occurring between network and service entities.

The Beamer product provides visibility into service delivery performance for high-value customers. Real-time visibility into end-to-end performance of individual transactions makes early correction of customer-impacting issues a snap. With Beamer products, mobile and fixed carriers can improve the acquisition and retention rates of those customers that are most desirable and profitable to them.

About Tektronix

Tektronix is a leading supplier of test, measurement, and monitoring products, solutions and services for the communications, computer, and semiconductor industries -- as well as military/aerospace, consumer electronics, education and a broad range of other industries worldwide. With 60 years of experience, Tektronix enables its customers to design, build, deploy, and manage next-generation global communications networks, advanced and pervasive technologies. Headquartered in Beaverton, Oregon, Tektronix has operations in 19 countries worldwide. Tektronix' Web address is <http://www.tektronix.com/>.

Tektronix provides network operators and equipment manufacturers a comprehensive and unparalleled suite of network diagnostics and management solutions for fixed, mobile, IP and converged multi-service networks. These solutions provide both active and passive testing and monitoring, covering a full range of legacy and next generation protocols and services, including IPTV, VoIP, IMS, WiMAX, broadband wireless access, triple play and fixed-mobile convergence applications. Learn more about Tektronix' communications test, measurement and network monitoring solutions by visiting <http://www.tek.com/communications>.

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