

Vodafone Turkey Deploys Tektronix' Unified Assurance for Network-Wide Monitoring

GeoProbe, APM Provide Proactive GPRS and GSM Monitoring for Enhanced Customer Satisfaction

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Tektronix, Inc. , a leading worldwide provider of communications network management and diagnostics solutions, announced today the deployment of its GeoProbe network assurance platform and Advanced Performance Monitoring (APM) product by Vodafone Turkey, the second largest mobile phone operator in Turkey.

Both GeoProbe and APM are part of Tektronix' Unified Assurance suite of applications for management of next generation converged networks. Tektronix' monitoring system enables Vodafone Turkey to detect bottlenecks, abnormal situations and performance degradation within its GPRS and GSM network in real time. This proactive management will help Vodafone Turkey provide its customers a higher quality of service.

Vodafone's entrance into the Turkish market represents a major challenge for network planning, network operations and customer care. Tektronix' GeoProbe and APM were selected because of the ability to provide the relevant Key Performance Indicators for benchmarking.

"Vodafone Turkey is dedicated to improving service quality quickly and this has been a priority since the rebranding earlier this year," said Huseyin Koksaldi, Chief Technology Officer, Vodafone Turkey.

"Tektronix has proven its value to Vodafone with having been deployed in other countries by Vodafone group operators, and it has a great knowledge of the Turkish market, having supported this market for nearly 10 years. We know their dedication to quality runs as deep as our own commitment."

Tektronix recently announced enhancements to GeoProbe's monitoring capabilities to include the monitoring of Gb/IP, IuFlex interfaces and A-interface over SIGTRAN for real-time, end-to-end visibility of services running on mobile networks.

"We are enthusiastic to be collaborating with Vodafone Turkey and extend our association with the Vodafone family," said Doug Dickerson, Vice President and General Manager, Network Management, Tektronix.

"With the support of the Unified Assurance system, Vodafone Turkey can proactively detect and instantaneously identify network problems, providing the high quality of service they seek for their customers."

In May, Vodafone named Tektronix as a finalist for its Global Supplier Performance Awards. The awards recognize key suppliers' proven ability to meet the Vodafone group's specific business requirements and track record of consistently delivering outstanding service and value over the last year.

About Vodafone

Vodafone is the world's leading international mobile communications group with operations in 25 countries across five continents and over 200 million proportionate customers by the end of January 2007, of which 100 million are in Europe, as well as 38 partner networks. For further information, please visit <http://www.vodafone.com/>.

About Tektronix' Unified Assurance Portfolio

Tektronix' industry-leading Unified Assurance (UA) network management suite provides integrated, end-to-end performance monitoring solutions for customer, service and network assurance. UA supports a full range of monitoring capabilities across next generation mobile and IP networks, including active test solutions that provide active troubleshooting, provisioning and automated service quality monitoring. The Tektronix solutions quickly identify, localize and quantify service and network issues, giving customers an integrated, end-to-end next generation network.

GeoProbe provides network engineers with the information needed to solve network and service problems across technologies, applications and element vendors. APM enables engineers to manage network services by associating network events into functional groups for more focused and effective troubleshooting. More information can be found at: <http://www.tek.com/geoprobe>.

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, computing and advanced 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 support such architectures and applications as fixed mobile convergence, IMS, broadband wireless access, WiMAX, VoIP and triple play, including IPTV. Learn more about Tektronix' communications test, measurement and network monitoring solutions by visiting <http://www.tek.com/communications>.

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