

Vodafone Malta Selects Tektronix' Beamer Customer Assurance Solution Mobile Operator Will Monitor Service Delivery Performance for High Value Accounts in Real-Time

PRNewswire

BEAVERTON, Ore.

Tektronix, Inc., a leading worldwide provider of communications network management and diagnostics solutions, is expanding its relationship with Vodafone Malta, which will be using Tektronix' Beamer monitoring solution for customer assurance to ensure quality of service for the mobile network operator's highest-value customers.

Beamer, part of Tektronix' Unified Assurance solution suite, provides Vodafone Malta with an end-to-end view of the customer experience and the ability to react quickly to prevent service quality issues before they become apparent to end users. Vodafone Malta is already using Tektronix' GeoProbe network assurance solution across its entire mobile network, which provides monitoring for its GSM /GPRS and UMTS network.

"Tektronix' Beamer solution will help to further differentiate Vodafone Malta from its competitors by allowing us to serve high-value customers with a higher degree of focus and creativity," said Joseph Muscat, Chief Technical Officer, Vodafone Malta Ltd. "Beamer gives us fast insight into service issues so that we can proactively address them. Deploying Beamer was an easy decision for us given that we've been using Tektronix' GeoProbe network monitoring solution for more than two years."

Together, Tektronix and Vodafone Malta identified the top customers representing 80 percent of the company's revenue and determined that improvements to operational efficiency will allow the mobile operator to enhance its service delivery and grow its existing customer base.

"As the first network operator in Malta to launch 3G, Vodafone Malta is clearly committed to serving its customers with excellent services and features," said Doug Dickerson, Vice President and General Manager, Network Management, Tektronix. "Using the Unified Assurance suite of applications, Vodafone Malta can now tie the customer experience to the network infrastructure to quickly diagnose and resolve issues in order to maintain high service levels."

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

Based in B'Kara - Malta, Vodafone is the market leader in the provision of mobile electronic communications services, offering its customers superior quality network, excellent customer service, innovation and the best value available on the market. Apart from being the leader in the mobile telecommunications market in Malta, Vodafone contributes substantially towards the benefit of the Maltese community and environment. In August 2006, Vodafone Malta was the first mobile network operator to commercially deploy 3G followed by the launch of HSDPA in December 2006. Vodafone is also the first mobile network operator to launch WiMAX technologies. More information on Vodafone can be found at <http://www.vodafone.com.mt/>.

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.

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. More information can be found at: <http://www.tek.com/beamer>.

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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