

Tektronix Communications Announces a Comprehensive Roaming and Interconnect Assurance Product for Mobile and Fixed Operators

TEKTRONIX COMMUNICATIONS ANNOUNCES A COMPREHENSIVE ROAMING AND INTERCONNECT ASSURANCE PRODUCT FOR MOBILE AND FIXED OPERATORS

Roaming and International Traffic Growth Drives New GSMA GRQ-Compliant QoS Product Offering

RICHARDSON, Texas, April 19 /[PRNewswire](#)/ -- Tektronix Communications, a leading worldwide provider of Network Intelligence and communications test solutions, today unveiled the evolution of their Roaming and Interconnect Assurance product designed to improve roaming and interconnect performance monitoring for operators. The new enhancements provide real-time traffic visibility, actionable analysis and historical reporting for roaming and interconnect voice, SMS, data and mobility traffic, while compliant with the GSM Association's (GSMA) Global Roaming Quality (GRQ) standard. Addressing the needs of both roaming and interconnect service providers, Tektronix Communications' advances in monitoring will assist operators in reducing the total cost of ownership with improved functionality and efficiency.

Operators face many challenges due to today's increase in mobile and fixed roaming and interconnect traffic while trying to keep a cost-effective, high level quality of service. Issues such as service delivery cost, turning premium traffic into a profit, lost revenue streams and roaming partner selection can impact an operator's bottom line.

Building upon the company's roaming and interconnect portfolio and leadership in the market, Tektronix Communications' advanced Roaming and Interconnect Assurance product delivers key capabilities to improve profitability:

- Delivers compliancy with the GRQ key performance indicators (KPIs) of SMS, voice and data according to the GSMA

- Provide individual performance intelligence and reporting by operator to facilitate the selection of new roaming and interconnect partners based on quality and roaming subscriber behavior

- The ability to proactively monitor and analyze the performance of selected partners for specific KPIs related to the quality of service delivery

- The tools required to proactively identify revenue leakage and minimize the overall costs associated with specific roaming and interconnect services

"Roamers are high value customers who are willing to pay an extra premium for roaming services, and therefore are extremely profitable for mobile operators," said Mark Driedger, vice president and general manager, Tektronix Communications' Network Management business. "Our new product offering will significantly help operators increase revenues and maintain the quality of the roaming and interconnect services they offer."

As the world is becoming more globally connected, there is an increasing demand for roaming monitoring solutions that address the growth of international roaming traffic in terms of subscribers and traffic volume, the complexity of operator service portfolios and protocol technology, and compliance to regulatory requirements. Operators who can demonstrate superior network and service quality will have more bargaining power relative to other major operators around the world, and in turn, can realize greater profitability.

Tektronix Communications' Roaming and Interconnect Assurance product meets the needs of operators today and provides a solid comprehensive solution for their challenges:

Lowers the cost of service delivery by assisting operators in controlling interconnection costs without sacrificing quality

Ensures the profitability of premium traffic by allowing operators to take an active role in protecting interconnect service revenues

Selects roaming partners with confidence by providing mobile operators with a means to reduce churn and improve the profitability of outbound roaming traffic

Identify and recover lost revenue streams by offering mobile network operators the toolset they need to protect incoming roaming revenues

For more information on Tektronix Communications' Roaming and Interconnect Assurance product, visit:
<http://www.tektronixcommunications.com/modules/communications/index.php?...ataSheet&catid=&id=1012>.

About Tektronix Communications

Tektronix Communications provides network operators and equipment manufacturers around the world an unparalleled suite of network diagnostics and management solutions for fixed, mobile, IP and converged multi-service networks. This comprehensive set of solutions support a range of architectures and applications such as LTE, fixed mobile convergence, IMS, broadband wireless access, WiMAX, VoIP and triple play, including IPTV. Tektronix Communications is headquartered in Richardson, Texas. Learn more about the company's test, measurement and network monitoring solutions by visiting www.tektronixcommunications.com.

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