

Tektronix Communications Expands Its OptiMon Suite With Revolutionary GeoLocalization Capability for Network Optimization

New Module Allows Operators to Improve Efficiency and Achieve Lower Operating Costs

BARCELONA, Spain, Feb. 16 [/PRNewswire/](#) -- Tektronix Communications, a leading worldwide provider of communications monitoring and test solutions, today announced at Mobile World Congress (Booth 1B56) the GeoLocalization module to accompany its OptiMon suite of advanced network optimization products designed for operators.

Based on an innovative algorithm which processes radio measurements data reported by network and handset data, the OptiMon GeoLocalization module provides a geographic view of subscriber activities, failure events and radio conditions. Results are plotted on a geographic map, enabling significant productivity enhancements and reduced time-to-resolution with instant knowledge of the service issue location. With this new groundbreaking addition to OptiMon, each network handset virtually becomes a drive test device. OptiMon users will be able to precisely identify the location of performance or coverage problems, QoS/QoE issues and traffic distributions on geographic maps. With this new revolutionary approach, optimization engineers are much less dependent on post processing drive test data, thus enabling dramatic cost reduction throughout the entire optimization and network operations process by real time location based optimization.

OptiMon customers are benefiting from other improvements as well with the addition of Quality of Experience (QoE) KPIs for voice, data (HTTP, Email, FTP, Ping) and video services. The KPIs will be displayed in TrendNavigate dashboards and users are able to drilldown into call details. TrendNavigate, a KPI trend analysis tool, provides high-level statistical analysis combined with drill-down cause analysis.

"Network infrastructure expenses still represent the largest portion of mobile operators' total costs," said Martin Kuerzinger, VP and GM Test & Optimization, Tektronix Communications. "Facing the challenges of today's economic environment, wireless operators have an increased focus on minimizing and optimizing both CAPEX and OPEX to ensure profitability, growth and remain competitive. Cost reduction and optimization need to be implemented without compromising network performance and service quality since customer retention and long term loyalty are still primary goals for wireless operators as competition is increasing and margins shrinking.

Through the extended visibility on network and service performances and the advanced algorithms allowing fast and accurate correlation of radio access events and parameters, OptiMon has proven possible to achieve significant savings in CAPEX and OPEX related to Optimization activities.

Visitors of the MWC2009 in Barcelona will have the opportunity to check the saving potential for their network at the Tektronix booth in less than a minute thanks to a tool specifically designed to detect and analyze Network Optimization inefficiencies.

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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