As they invest in new networks (LTE) and services to address the increasing number of advanced connected devices, mobile operators must ensure the best possible Quality of Service to meet the growing expectations of their subscribers. They need to carefully monitor their network and measure in real-time the quality of experience actually perceived by end-users.

**DELIVER THE BEST POSSIBLE QUALITY OF SERVICE**

By 2020, two thirds of all connections will be smartphones, and LTE networks will cover 60% of the global population. Yet, poor quality of the mobile experience remains the leading driver for mobile operator churn.

With a growing number of advanced connected devices, and new networks and services to deliver (e.g. LTE), mobile operators must carefully monitor their network to provide the best possible Quality of Service (QoS).

Mobile operators also need to ensure their roaming vendor partners can offer a robust network with scalable reach to meet their key roaming requirements. Indeed, roamers expect their in-market experience to be replicated when they travel abroad.

**COLLECT DETAILED QoS DATA PER USER AND DEVICE**

Traditional monitoring methods are no longer self-sufficient. Probes collect only statistics on global network performance. Drive testing measures assess coverage capacity and QoS, but they are costly to deploy and only provide statistics at one point of time.

Mobile operators need to combine traditional monitoring methods with new complementary solutions to monitor in real-time the true network Quality of Experience (QoE) from the user’s perspective. To achieve this level of assessment, each subscriber’s device must somehow become a point of test.

**IMPROVE CUSTOMER SATISFACTION BY PROVIDING QUICK AND PERSONALIZED RESPONSES**

OT’s Smart Monitoring solution supplies mobile operators with meaningful source of QoE data directly from end-users’ devices and SIM cards.

It enables mobile operators to:

- Get an accurate picture of subscribers’ coverage, call and data experience in real time
- Perform a first diagnosis, before using costly traditional monitoring methods
- Determine the impact of new services and technologies on their network
- Improve the quality of customer care
SMART MONITORING: TURN SUBSCRIBERS INTO MOBILE PROBES AND IMPROVE THEIR EXPERIENCE

OT’s Smart Monitoring solution, mobile operators can evaluate the real network QoE straight from the subscriber’s perspective. This future-proof solution supports multiple networks (2G, 3G, 4G, LTE, Wi-Fi) and is device-agnostic.

Combining a mobile agent and a powerful server interacting together Over-The-Air, it is the most reliable solution to:

- Collect and analyze in real-time exhaustive KPIs related to coverage issues, dropped calls, mobile apps usages, wifi offload, and device statistics
- Set and receive alerts when issues occur

The application provides subscribers with a tool to self-assess the network situation (best network coverage, call monitoring, application usage in mobile or wifi, etc.). It also allows them to report immediately and easily network issues to their operator directly from their device.

To drill down through the data, the solution includes an easy-to-use web interface with interactive maps, comprehensive live dashboards, and customizable reports. Mobile operators can define an extensive set of KPIs that can be uploaded to their Business Intelligence systems.

SMART MONITORING KEY BENEFITS

**OPTIMIZE NETWORK INVESTMENTS**

- Improve quality where it is most critical
- Correlate the KPIs with network data and marketing insights
- Benchmark roaming partners
- Invest in a cost-effective solution that is compatible with M2M monitoring

**IMPROVE CUSTOMER CARE & QUALITY**

- Anticipate issues before the subscriber raises a complaint
- Identify subscribers who have quality and performance issues
- Investigate customer issues using the enriched ticket features, with little to no interaction with the customer
- Keep problem resolution at Level 1

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