

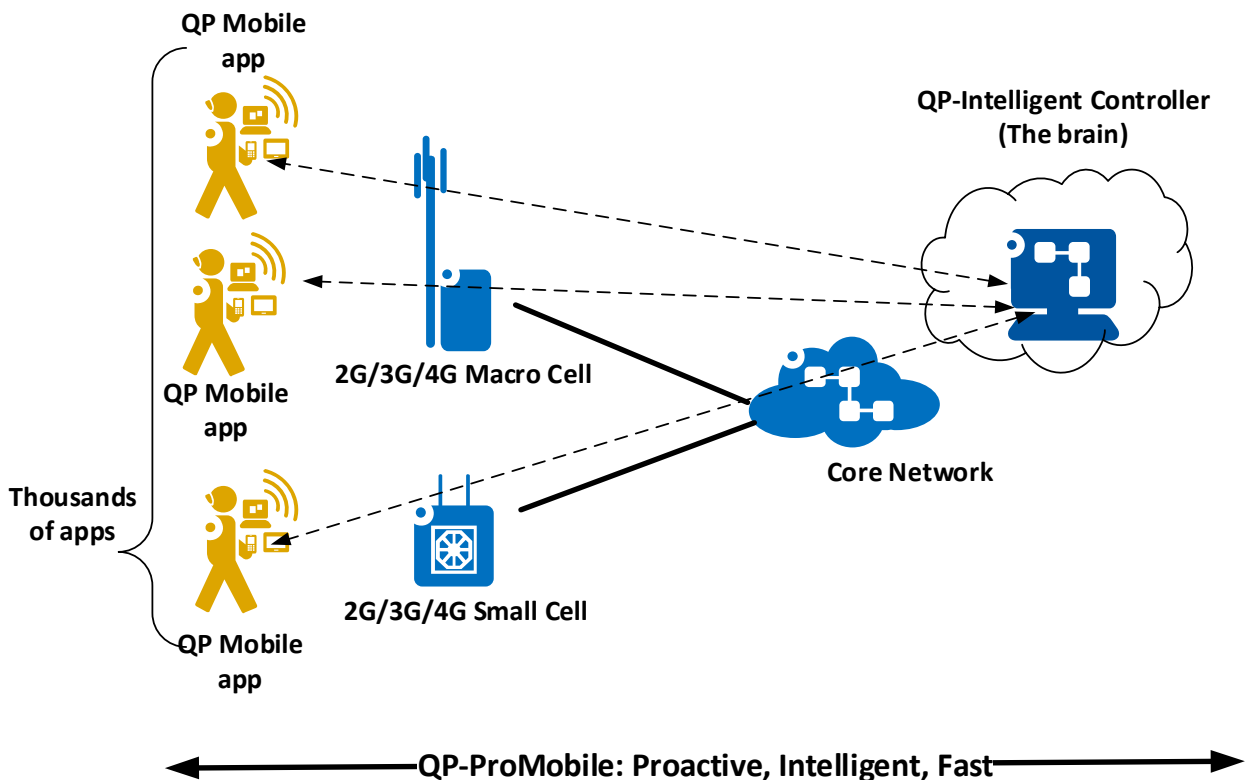
QP-ProMobile

Quantum Path - Proactive Mobile

Overview

Mobile operators face strong challenges in managing churn. 37% of the subscribers (Telecom Customer Insights, Ovum 2014) cite the Quality of Experience (QoE) as the most important cause for churn. Coupled with very high customer acquisition cost (upto \$300 for some operators), churn is one of the biggest obstacles to profitability. To maintain the quality of their networks, operators use variety of approaches such as network management systems, data monitoring and drive test campaigns. But such approaches often reactive, slow and require lot of manual work.

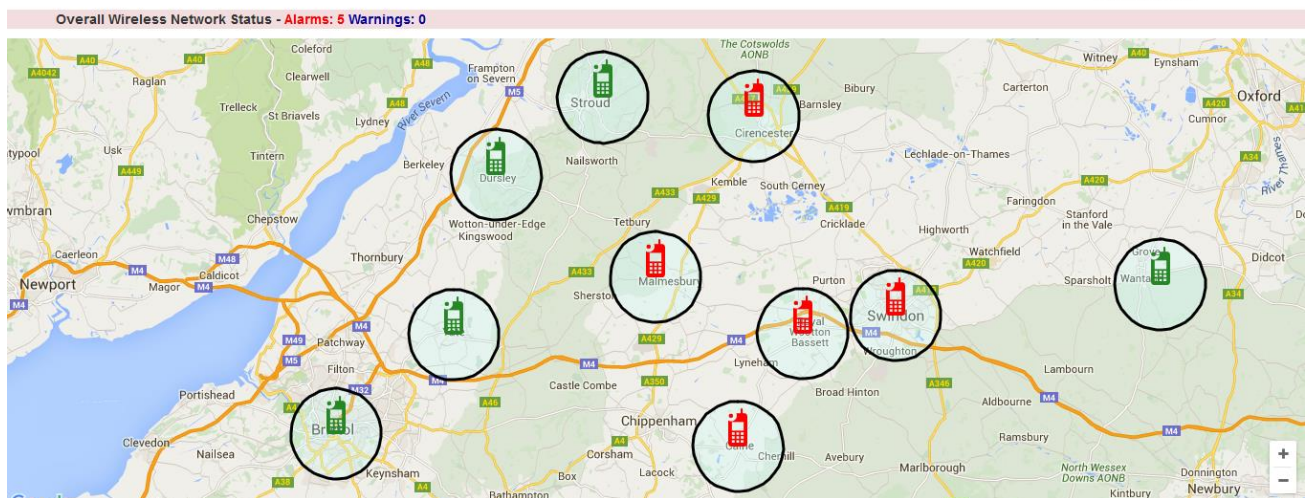
QP-ProMobile is a cloud based product that intelligently tests the live network continuously. It provides operators a real-time view of the network, spots trends and allows them to take steps to improve the QoE for their subscribers.



Features

- QP-Intelligent Controller (QPIC) controls mobiles from cloud
- QPIC can be hosted in operator's network as well
- QPIC intelligently and continuously tests the network for Voice, SMS, Data (PING, HTTP, FTP, UDP)
- Works on 2G, 3G and 4G networks
- Works on standard Android mobiles
- Scalable to thousands of mobiles
- Spot trends
 - Geographical (e.g. if a group of cell-sites are showing QoE degradation)
 - Time-wise (e.g. a cell site is getting degraded over a period of time or during a particular time of day)
- Set and get alerts when network degrades below a certain threshold
- Get a real-time view of network
- QoE score per cell across different call types
- Plug and play: have an environment up and running minutes after order

QuantumPath-Wireless Live Dashboard



Real-time view of the network

Benefits:

- Churn Management
- QoE improvement
- Reduction in drive test runs
- Competitive Intelligence or benchmarking

Additional services:

- Network optimization and recommendations for improvement based on QP-ProMobile data
- Complete turnkey: we configure QP-ProMobile, provide guidelines to place QP-Mobile apps and provide reports to you
- Check availability and load times of important websites
- Customized tests can be developed

Use Cases:

- Mobiles with QP-Mobile app can be placed with:
 - Shops that sell mobiles
 - Engineering teams
 - Friendly users (e.g. as part of a promotional offer)
 - Near cell sites
 - Key customer sites (e.g. enterprise customers)
- Automated benchmarking with other networks at the problem sites
- As a part of customer service
- Validate network performance before a big event
- Verify network updates are successful before rush hour traffic comes in

Contact us for your initial **QP-ProMobile** Consultation:

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