

Actix wins award for LTE Customer Experience Geo-location

Submitted by: XL Communications

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- Actix wins prestigious 2013 Telecoms.com LTE Award for Best Test & Measurement product
- Provides unique insights to drive LTE ROI
- Focuses small cell deployments, CEM and policy management

Actix (<http://www.actix.com/>), an award winning pioneer of software that enables mobile operators to run more effective networks, has been awarded the LTE Award 2013 (<http://lteawards.com/>) for LTE Best test/measurement product. This award, presented to Actix at the Telecoms.com LTE Awards held in conjunction with the LTE World Summit Conference in Amsterdam, recognizes the excellence and innovation of Actix Customer Experience Analytics for LTE (<http://www.actix.com/products/actixone.html>).

Judged an award winning solution by an international panel of senior representatives from Vodafone Netherlands, EE UK, Telecom Italia, Telefonica UK, BSkyB, Cable & Wireless Communications UK, Etisalat UAE, Telecom Personal Argentina and Telecoms.com editorial, Actix provides live actionable insight into subscribers' geo-located LTE RAN experience. It measures how LTE customer experience is affected by different devices, network performance and geographic location. It also has the unique ability to correlate LTE geo-located subscriber experience with business records such as churn, customer complaints and social media activity information which normally lie outside of traditional test and measurement.

Geo-located subscriber data is critical for understanding behavior necessary for small cell targeting, customer experience management, self-optimizing networks, and policy management. Only by incorporating real customer experience can operators establish where LTE network performance is poor, and to what extent subscribers are being impacted. Operators can then accurately prioritize troubleshooting and optimization efforts to enhance network performance.

Neil Coleman, Director of Global Marketing, Actix, says: "This is the second year Actix has won an LTE Award, cementing the company's leadership in the network analytics and optimization market. To win with the LTE Geo-located Customer Experience Solution is especially gratifying as insight derived from geo-located subscriber activity will prove critical for the management of networks in the future."

Actix Geo-located Customer Experience Analytics also supports 2G and 3G subscriber geo-location, enabling operators to identify early on where LTE deployments will have the biggest impact on customer satisfaction and generate the greatest return on investment.

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About Actix

Actix creates software platforms that enable mobile operators to run more effective networks; delivering better customer experience, maximizing network ROI and generating new revenues by locating, optimizing and monetizing their subscriber experience. Actix provides operators with real-time, geo-located, visibility and control over the Radio Access Network (RAN); the most critical part of a mobile operator's infrastructure.

With more than 20 years experience as a technology leader in the field of RAN analytics, optimization and SON, Actix works with operators in more than 100 countries world-wide.

For more information visit www.actix.com

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