

Press Release

Espoo, Finland – November 2, 2010

Operators can now crowdsource data on mobile broadband quality

Nokia Siemens Networks launches 'Mobile Quality Analyzer for Mobile Broadband'

Operators can now get real-time data on connectivity bottlenecks in their networks to improve service quality and their customers' experience. Nokia Siemens Networks has launched a Mobile Quality Analyzer (MQA) for Mobile Broadband that uses a mobile device client to report on the quality of 3G connections. It can combine this data with subjective feedback from subscribers, as they download data or surf the Internet, to get a clearer picture of their mobile broadband experience, effectively 'crowdsourcing'* mobile network optimization. The application is part of the company's Insight & Experience Framework.**

"The mobile broadband market is growing rapidly and improved broadband service quality is fast becoming a differentiator for operators globally," said Ludovic Magne, customer operations for business solutions sales at Nokia Siemens Networks. "MQA for Mobile Broadband provides operators with information to plan and efficiently adjust their network capacity as well as speed up resolution of customer complaints."

The application is one of the most cost effective systems to measure mobile broadband performance. Nokia Siemens Networks recommends that operators clearly outline to subscribers the client application's use, exactly what sort of data it collects and how their privacy is protected. Take-up rate could be improved by offering bonuses such as additional SMS and voice minutes or data allowances to those who accept its use. MQA for Mobile Broadband can also provide real-time insight into device and network operation to customer service agents helping them accurately troubleshoot and resolve user issues.

MQA for Mobile Broadband consists of a client-server architecture based on technology from Ciqua. The measurement client can be downloaded by subscribers to their laptops, netbooks or notebooks with external or embedded 3G Modems. The client app evaluates signal strength in the cell and measures if broadband throughput rates are sufficient for the online services being accessed. The results are then sent to a measurement server for real-time display and analysis.

To complete the active tests that measure connectivity quality, MQA for Mobile Broadband can also periodically present an optional, brief questionnaire to assess the user's personal experience. The client-software can be used without affecting price plans or causing tangible effects on speed of the broadband connection or even battery life.

In addition to the software solution, Nokia Siemens Network provides Server Hosting, Consultancy Reporting, Detailed Network Performance and End User Experience Analysis Services using Mobile Quality Analyzer for Mobile Broadband. Each of these service solutions is customized according to customer needs.

About Ciqua

Ciqual delivers technology which helps Mobile Operators to improve the services delivered to end-users through actual knowledge of the customer experience. Founded in 2008 and headquartered in Edinburgh, Scotland, Ciqual is a privately held, venture-backed company with offices in the UK and Australia. www.ciqua.com

About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of telecommunications services. With its focus on innovation and sustainability, the company provides a complete portfolio of mobile, fixed and converged network technology, as well as professional services including consultancy and systems integration, deployment, maintenance and managed services. It is one of the largest telecommunications hardware, software and professional services companies in the world. Operating in 150 countries, its headquarters are in Espoo, Finland. www.nokiasiemensnetworks.com

Talk about Nokia Siemens Networks' news at <http://blogs.nokiasiemensnetworks.com> and find out if your country is exploiting the full potential of connectivity at www.connectivityscorecard.org

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Editors Note:

**“Crowdsourcing” means to outsource tasks, traditionally performed by an employee or a [contractor](#), to a larger group of people. In case of the Mobile Quality Analyzer for Mobile Broadband this means operators do not send cars equipped with highly sophisticated instruments through the streets measuring possible data throughput. Instead, they can get live data from customers at different places and in real time. The granularity and the quality of the data is also much higher.

**Nokia Siemens Networks' Insight & Experience Framework (IEF) captures and mines the wealth of customer data, giving operators powerful tools to truly treat their customers as individuals and maximize business performance. Mobile Quality Analyzer for Mobile Broadband extends the vendor's market leading Device Management solution which is part of IEF.