

## POLYSTAR AWARDED A 2015 COMMUNICATIONS SOLUTIONS PRODUCT OF THE YEAR AWARD

### *Subscriber Analytics Solution Recognised for Exceptional Innovation*

Stockholm, Sweden, 27 August 2015 — Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring and Service Enablement solutions to the telecoms industry announced today that TMC, a global, integrated media company, has awarded Polystar's Subscriber Analytics solution a 2015 Communications Solutions Product of the Year Award.

Polystar's Subscriber Analytics product suite helps Communications Service Providers (CSPs) to improve customer care efficiency, minimise costs and maximise individual subscriber experience, leading to happier customers and reduced churn. It is the foundation of a comprehensive, incremental programme for implementing effective Customer Experience Management.

"We're thrilled to win this award, which specifically recognises innovation," said Inna Ott, Director of Marketing at Polystar. "Our Subscriber Analytics solution enables CSPs to target their efforts towards the areas that will generate the most immediate returns, as well as building a long-term approach to CEM. It's a valuable tribute to our record of continuous innovation from peers and experts in the industry."

The key innovation of Polystar's Subscriber Analytics suite is the way in which information is optimised for the needs of different departments and teams within the CSP organisation, while providing access to detailed network data when required. The information delivered offers rich and specific insight into subscriber's user experience data and network performance. This helps CSPs to address all aspects of customer experience, which contributes to revenue growth and helps reduce costs.

Polystar's Subscriber Analytics suite generates immediate, measurable benefits, such as a significant increase in the resolution of problems on the first call to customer care agents, saving time and money. In the recent deployments, the solution reduced churn rates by 40% due to early identification and resolution of customer issues. Such results confirm the positive benefits that will accrue by selecting customer care as the first part of implementing an enhanced CEM transformation programme.

"Congratulations to Polystar for being honored with a 2015 Communications Solutions Product of the Year Award," said Rich Tehrani, CEO, TMC. "Subscriber Analytics is truly an innovative product and is amongst the best solutions that facilitate voice, data and video communications brought to market in the past twelve months. I look forward to continued excellence from Polystar in 2015 and beyond."

### ABOUT POLYSTAR

Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring, Service Enablement and High Performance Testing. We help CSPs to simplify their CEM strategies and drive operational efficiency through real-time network analytics. Polystar's real-time Network and Customer Insights uncover a goldmine of data, which yields indispensable analytics to CSPs. Polystar is recognised as one of the fastest-growing companies in Sweden. Since our foundation in Stockholm in 1983, we have experienced continuous and sustainable growth, and evolved to a global presence, serving our customers in over 50 countries.

For more information, please visit [www.polystar.com](http://www.polystar.com)

## ABOUT TMC

TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines including Cloud Computing, IoT Evolution, Customer, and Internet Telephony. TMCnet is the leading source of news and articles for the communications and technology industries, and is read by 1.5 million unique visitors monthly. TMC produces a variety of trade events, including ITEXPO, the world's leading business technology event, as well as industry events: 2015 Connecticut Mobile Summit; Asterisk World; AstriCon; ChannelVision (CVx) Expo; DevCon5 - HTML5 & Mobile App Developer Conference; Drone Zone 360; IoT Evolution Conference & Expo; IoT Evolution Developers Conference; IoT Evolution Fog, Analytics & Data Conference; IoT Evolution Connected Transportation Conference; IoT Evolution Connected Home & Building Conference; MSP Expo; NFV Expo; SIP Trunking, Unified Communications & WebRTC Seminars; Wearable Tech Conference & Expo featuring Fitness and Sports Wearable Technology (FAST) Expo; WebRTC Conference & Expo; and more.

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

## POLYSTAR MEDIA CONTACT:

Inna Ott  
Director of Marketing  
Phone: +46 8 50 600 600  
Email: [inna.ott@polystar.com](mailto:inna.ott@polystar.com)

## TMC MEDIA CONTACT:

Rebecca Conyngham  
Marketing Manager  
Phone: +1 203-852-6800, ext. 287  
Email: [rconyngham@tmcnet.com](mailto:rconyngham@tmcnet.com)