

Frost & Sullivan Honours Polystar for its Comprehensive Customer Experience Management Solutions

By creating products with advanced features and focusing on customer feedback, Polystar has outpaced the competition
Stockholm, 17 June 2014 - Based on its recent analysis of the customer experience management market (CEM), Frost & Sullivan recognises Polystar with the 2014 Frost & Sullivan Award for Customer Value Leadership. Polystar offers customer, service and network intelligence solutions that help network operators, communications service providers (CSPs) and network equipment manufacturers (NEMs) deliver the best possible customer experience.

In response to increasing customer demand for solutions to enhance and maintain Customer Experience Management, Polystar has established a strong position among CEM vendors through its Real-time Network Monitoring, Customer and Network Analytics solutions. The company's extensive product portfolio continues to meet demanding customer requirements and maintains a perfect balance between legacy and next generation technologies.

"Polystar's key product offerings include "Customer Insight", "Network Insight" and "Solver" that offer operators an end-to-end Customer Experience Management solution and form the foundation of a comprehensive CEM deployment," said Frost & Sullivan Program Manager Olga Yashkova-Shapiro.

Polystar's solutions are known for their integrated real-time data collection capabilities coupled with high-level business and network analytics applications that provide a unique insight into subscriber behavior, and help network operators improve their quality of service and deliver the superior customer experience. Polystar enables CSPs and NEMs to adopt a focused approach to Customer Experience Management, as well as big data analytics.

Big Data presents tremendous challenges for CSPs as there is an explosion of data flowing through their networks, mainly driven by rapid smartphone adoption and a growing range of over-the-top (OTT) applications. "Polystar has an impressive Big Data solution that helps CSPs collect and manage the massive amounts of difficult-to-analyse data by using common database management solutions," continued Frost & Sullivan Program Manager Olga Yashkova-Shapiro. "Polystar helps CSPs by providing proactive network analysis in real time and allowing them to predict problems and correct them before they affect the end customers. CSPs' ability to understand customer behavior is vital to maintaining their customer base and increasing customer loyalty; Polystar's solutions are instrumental in this analysis."

Commenting on the award, Inna Ott, Director of Marketing at Polystar said: "We are proud to achieve this important milestone and industry recognition, which further validates our industry-leading Customer Experience Management product portfolio, coupled with the unique customer-centric business approach. Polystar's continued investments in technology and innovation, along with a strong customer focus have proven to be the key factors behind our success."

"The latest Frost & Sullivan research reveals that many of our customers testified to the exceptional service experience and support delivered to them. In turn, this enables CSPs to provide better quality of service and to capitalise from it. We are honoured to see our efforts are rewarded and feel encouraged to sustain our core strategy," added Inna Ott.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry. For the

reasons mentioned above, Polystar is a worthy recipient of Frost & Sullivan's 2014 Customer Value Leadership Award in the Customer Experience Management market.

ABOUT POLYSTAR

Polystar is the premier supplier of Network and Customer Analytics, Network Monitoring and Test solutions to leading telecom operators, service providers and network equipment manufacturers around the globe. Polystar's innovative product portfolio supports the complete lifecycle of new services and technologies—from design, pre-deployment verification and stress-testing, through roll-out, down to network assurance and service management of in-service mobile, fixed, IP or converged networks. Polystar is recognised as one of the fastest-growing companies in Sweden. Since its establishment in Stockholm in 1983, it has experienced a continuous and sustainable growth, and evolved to a global presence, serving its customers in over 50 countries.

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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