

Polystar nominated for Pipeline 2014 Innovation Award

Stockholm, 10 April 2014 - Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring and Test solutions for the telecom market, today announced that it has been nominated for the Pipeline 2014 Innovation Award. The award honours industry innovators, as selected by key executives from top service providers, industry analysts and the editors of communications and entertainment technology magazine COMET.

Polystar is nominated in the Customer Experience Management (CEM) category, which recognises the latest innovations in the field. Criteria for success include the impact of innovations on attracting new customers, retaining existing customers, and enhancing customers' experience throughout their entire lifecycle.

Inna Ott, Director of Marketing at Polystar, comments: "Customer and Network insights are the foundation of effective CEM. Polystar provides Network Intelligence and Analytics, converting the network data into actionable insights. These insights enable operators to better understand and improve customers' quality of experience, to create brand loyalty and enhance competitive advantage. Innovations, such as Polystar's Customer Insight Solution are consequently highly significant to operators' efforts in reducing churn, providing tailored offerings and ultimately building CEM excellence."

"We are proud to be nominated for this prestigious industry award. It further acknowledges our unique contribution to Customer Experience Management strategy, coupled with the industry-leading Network and Customer Analytics product portfolio."

Pipeline's Innovation Awards are judged by the Pipeline Industry Advisory Board, key executives from top service providers, such as AT&T, Telus, Orange, Vodafone, and influential analysts from Analysys Mason and Frost & Sullivan.

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.

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**INNOVATION IN
NETWORK INTELLIGENCE**

