

## THREE UK DEPLOYS POLYSTAR'S SOLUTIONS TO PROVIDE FLEXIBLE MONITORING AND REPORTING FOR UK'S FIRST VOICE OVER LTE SERVICE LAUNCH

Stockholm, SWEDEN, 26 January, 2016 – Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring and Test solutions to the telecoms industry, today announced that leading mobile network operator, Three UK has selected Polystar's Network and Customer Insight solutions to deliver monitoring and reporting capabilities for its new Voice over LTE (VoLTE) services.

The solutions provide monitoring and assurance capabilities for the complete VoLTE service, spanning IMS controlled voice and text, as well as SRVCC for handover to the existing 3G network. In addition, Three's IP Multi-media Subsystem (IMS) platform, that delivers the Voice over LTE service, can also be used to support complementary services, voice over WiFi (VoWiFi). In time, these services must also be provided to users of other mobile networks, such as 2G and 3G. To support this objective, it was essential for Three UK that the solutions could be extended by software upgrades, so that their scope could be enhanced.

The Polystar solutions also give Three UK analytics tools that enable both network and customer perspectives to be considered. This means that troubleshooting can be more effectively handled by different teams within Three UK's organisation. For example, Customer Insight data is provided to front-line customer care teams, while Network Insight data can be delivered to those who need to access rich network information.

In addition, an open API ensured that the Polystar solutions could be fully integrated with Three's existing CRM system. This means that teams can continue to use the existing and familiar CRM platform and at the same time benefit from the enriched data provided by the Network and Customer Insight solutions.

VoLTE is a crucial service for Three UK, but it's also complicated. This level of complexity means that Three UK must be able to analyse and assure call quality over any connected domain – today this means LTE and WiFi – but in the future, this could also include 3G and even 2G networks. Polystar delivered a solution that will solve this challenge for the critical service launch, and which will evolve to meet new network capabilities in the future.

“Polystar's adaptability was hugely important for Three UK, as it gave them confidence in our commitment to meeting their existing and future requirements,” commented Anna Könberg, Regional Sales Director at Polystar. “Real-time network monitoring and performance management is essential for delivering the best customer experience. With the Polystar Network and Customer Insight solutions in place, Three UK will gain early visibility of potential issues, enabling proactive problem resolution and more effective customer service, helping to avoid potential churn.”

Polystar's Network and Customer Insight solutions help CSPs turn network data into actionable intelligence and enable them to quickly obtain a visual understanding of network and service performance, across different domains and technologies. Polystar's solutions help CSPs make better business decisions. By delivering facts to the right people, better and more informed decisions can be made, helping CSPs save time and money and ensuring the success of complex service launches, such as VoLTE.

## ABOUT POLYSTAR

Polystar enables Communications Service Providers to achieve excellence in CEM, Big Data Analytics, Service Assurance, Network Monitoring 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 Polystar's 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 THREE

Three is a communications company. We are focused on making mobile better for everyone. We want to give customers a quality mobile experience and address the industry issues that frustrate them. We continue to look at ways of improving the experience we offer our customers. Three carries 42% of the UK's mobile data. Our network covers 98% of the UK population. Three UK is a member of CK Hutchison Holdings which also has investments in mobile operations in Australia, Austria, Denmark, Hong Kong, Indonesia, Ireland, Italy, Macau, Sri Lanka, Sweden and Vietnam. Three employs over 4,400 people across its offices in Maidenhead, Glasgow and Reading and its 347 retail stores.

For more information visit [www.three.co.uk](http://www.three.co.uk).

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