

DU SELECTS POLYSTAR TO MONITOR VOLTE AND IMS SERVICES

Stockholm, SWEDEN, 27 April 2016 – Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring, and Service Enablement solutions to the telecoms industry, today announced that du, a telecommunications service provider in the United Arab Emirates, opted for a further expansion of scope for Polystar’s solutions.

The expanded agreement extends the existing solutions to encompass du’s new IMS and VoLTE service elements. The deployment of a full IMS core and the launch of VoLTE services will introduce additional levels of network challenges. In addition to the new IMS and VoLTE service elements, there is an existing, multi-domain network that includes GSM, GPRS, UMTS and LTE technologies.

du continues to deliver an outstanding customer experience and assure service quality, end-to-end across all domains. The system expansion will deliver new insights for the telco, enabling the experiences of different customers and segments to be more effectively monitored and managed. For example, the detailed reporting will allow du to obtain accurate customer experience information for its most valuable customers, ensuring that SLAs are delivered effectively. Similarly, du can also secure more reliable information regarding the performance of its leading roaming partners. The end-to-end view of service performance can be mapped to each and every subscriber, enabling the most accurate picture of experience and quality to be obtained both in real-time and historically.

Polystar’s Service Assurance solution is at the heart of the Big Data analytics enablement platform. The open architecture of the platform, together with the advanced real-time analytics capabilities, enables delivery of rich intelligence via APIs and data feeds to third party systems. Full details of signalling transactions and records are provided to du’s Big Data solution in a way that will allow du to build an entirely new Customer Experience Management (CEM) model, enriched with real-time data from Polystar.

“We continue to collaborate with global best practice service providers to ensure that our services and solutions continue to safeguard an outstanding experience for all our valued customers. We are leveraging Polystar’s expertise to build our CEM model for mobile customers and to introduce independent benchmarking for our VoLTE and other services,” commented Saleem AIBlooshi, Executive Vice President - Network Development & Operations, du. “We have worked together with Polystar to streamline their solution to suit our requirements and to include new features that are essential for delivering best in breed services to our end users.”

Polystar’s network and service analytics allows du to analyse individual events, perform detailed troubleshooting and provide voice quality reporting. It’s at the heart of of du’s Service Quality Management program.

“Polystar has been a long-time partner of du and this latest investment highlights the strength and continuity of our relationship,” said Basel Shubair, Regional Sales Director for MENA & Indian Subcontinent, Polystar. “Our ability to span multiple technologies and to support du while it invests in the introduction of new services and networks has been critical. We look forward to working hand-in-hand with du to continue the evolution of our solutions to meet future needs.”

ABOUT DU

We started operating in 2007, offering mobile and fixed telephony, broadband connectivity and IPTV services. Today, we serve more than 7.5 million individual customers and over 80,000 businesses in the UAE. We also provide carrier services for businesses and satellite up/downlink services for TV broadcasters.

We won the Gallup Great Workplace Award. Our recruitment strategy aims to provide fulfilling opportunities for quality talent in a cosmopolitan working environment where more than 60 nationalities work 35% of which are Emiratis. We are the first telecom company in the world to release a Sustainability Report based on GRI-G4 comprehensive guidelines. Among our other laurels, we also have the credit of being the first in the UAE to be awarded with prestigious LEED Platinum certification for 2 of our green retail outlet.

du is 39.5 percent owned by Emirates Investment Authority, 20.08 percent by Mubadala Development Company PJSC, 19.5 percent by Emirates Communications and Technology LLC and the remaining by public shareholders. Listed on the Dubai Financial Market (DFM), the company trades under the name 'du'.

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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 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

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