



Polystar's JUPITER INFORMATION GATEWAY Adds Third Party Data Sources to Network Analytics

Telco network intelligence solution harnesses network data and third party sources for network performance and service quality.

Mobile World Congress, Barcelona, 25 February 2014 – Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring and Test solutions for the telecom market, today launches the JUPITER INFORMATION GATEWAY. It enables telecommunications network operators to integrate 3rd party data sources seamlessly into real time Network Analytics.

Operators will benefit from enriched and correlated data, received from network elements and conventional industry probe systems. Consequently even stronger visibility into network performance and service quality can be obtained.

Polystar is also launching new integration capabilities (CSV export and a query API) that enable CRM systems, Big Data and other 3rd party business analytics solutions to benefit from processed and stored customer and network insights. Network data can then be used in conjunction with other types of data, to unearth both network and customer insights.

Integration capabilities are highly significant for telecommunications operators. Extracting detailed subscriber information in real-time has become an integral part of the information value chain for Big Data analysis. Polystar's solutions can feed other systems and are used as sources of enriched data for third-party solutions or in-house applications, such as customer experience management, fraud, roaming management, revenue assurance, interconnect billing reconciliation, and OTA systems.

Robert Eriksson, Director Customer Experience Management at Polystar explains: "By using the export and integration capabilities in Polystar's solutions, operators can benefit from even stronger big data analysis and make better sense of the information goldmine. Polystar's solution, enriched by these integration capabilities will quickly fit into existing eco-systems to share information from different sources. This will give operators an unprecedented ability to offer outstanding customer experience and gain competitive advantage, while maximising long-term profit. Offering outstanding Customer Experience is widely recognised as one of the most effective ways for a company to attract and retain its customers. "

"For mobile operators, Customer Experience Management (CEM) is an opportunity to differentiate themselves and increase revenue at a time when competition is fierce and smartphones and data usage have increased subscribers' demand for bandwidth as well as their expectations of service quality and performance.

He concludes: "CEM is a huge domain. It requires best of breed vendors who can each play their part, starting from the capture of network information, all the way to change management needed to make use of it all. Choosing the best vendors for the relevant links in the value chain will enable better overall opportunities to provide outstanding customer experience. These vendors must also use an open architecture, compliant with industry standards, to allow their systems to be easily integrated with other systems and equipment vendors."

Polystar is an agile Network Analytics supplier, providing cutting edge customer and network insights. Its industry leading data processing and enrichment solutions, combined with state-of-the-art user interfaces and integration capabilities, makes Polystar the perfect choice for the foundation of a comprehensive CEM strategy.

Mobile World Congress: Polystar will exhibit its solutions in Hall 6, 6G31

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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