

## POLYSTAR'S KALIX HONOURED BY TMC WITH COMMUNICATIONS SOLUTIONS PRODUCT OF THE YEAR AWARD 2017

Stockholm, SWEDEN, 19 July 2017 – Polystar, a leading supplier of Network and Customer Analytics, Network Monitoring and Test solutions to the telecoms industry, today announced that KALIX, which empowers an entirely new way of creating a data-driven customer-centric environment, has been selected as a Communications Solutions Product of the Year by TMC.

Since launch in 2016, KALIX has been selected by several major telecom operators, with a dozen further trial systems currently in place worldwide. These deployments have demonstrated the exceptional flexibility and adaptability of KALIX to different use cases and requirements, delivering immediate and sustained value to its users, while being fully aligned with ongoing network transformation to NFV/SDN.

The award recognises the innovation behind KALIX and the results it has brought to its users. It gives Communication Service Providers (CSPs) early visibility of potential issues, enabling proactive problem resolution and more effective customer service. Early adopters have found that this helps to deliver higher levels of customer satisfaction and retention.

“KALIX has gained significant market penetration in its first year since launch. It continues to evolve and awards such as Communications Solutions Product of the Year illustrate how this evolution is being recognised by the industry”, commented Inna Ott, Director of Marketing at Polystar. “It’s an honour to receive this award from TMC, which helps validate our innovative vision.”

“Congratulations to Polystar for being honoured with a Communications Solutions Product of the Year Award,” said Rich Tehrani, CEO, TMC. “KALIX is truly an innovative product and is amongst the best solutions brought to market in the past twelve months that facilitates business-transforming voice, data and video communications. I look forward to continued excellence from Polystar in 2018 and beyond.”

KALIX is a flexible solution that supports a growing range of use cases. For example, it has been deployed by a major Middle Eastern operator to provide network and service performance indicators to its users. These are presented through rich, visual Insight Portals and reveal valuable information regarding service usage, device activity and subscriber performance. This insight is used to proactively plan and execute highly targeted and segmented campaigns, based on clear, detailed segmentation to promote new offers to different subscriber groups, to pools of different devices, and for specific services.

In another example, it is being used by an operator to obtain accurate customer experience information for its most valuable customers. This provides insights that allow key SLAs to be delivered effectively. At the same time, the operator also secures more reliable information regarding the performance of leading roaming partners, helping it to ensure service performance for customers.

KALIX can be tailored to the needs of any user and the insights it delivered can be accessed by business, customer care, technical and other teams. It offers a single, comprehensive solution for virtualised infrastructure, with a common interface that spans all generations of network technology. This means that CSPs with different networks, such as GSM, GPRS, EDGE, 3G, 4G, VoLTE and IMS, can confidently invest in solutions that deliver insights to the right people, at the right time, irrespective of the underlying network infrastructure and solutions.

## ABOUT TMC

TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines including Cloud Computing, IoT Evolution, Customer, and Internet Telephony. TMCnet is the leading source of news and articles for the communications and technology industries, and is read by as many as one million unique visitors monthly. TMC produces a variety of trade events, including ITEXPO, the world's leading business technology event, as well as industry events: Asterisk World; AstriCon; ChannelVision (CVx) Expo; DevCon5 - HTML5 & Mobile App Developer Conference; IoT Evolution Conference & Expo; IoT Evolution Developers Conference; MSP Expo; Real Time Web Communications and more.

For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com).

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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 our 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)

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