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Performance Measurement

for Mobile Networks & Services

31st March - 2nd April 2009 • SANA Malhoa Hotel, Lisbon

**Cost-Effectively Measuring The Performance Of Evolving
Mobile Networks To Improve The User Experience And
Maximise Network ROI**

With 14 international operator case studies including:

- Arie Verschoor, *Senior Radio Network Designer*, KPN
- Abdellah Bouirig, *Radio Expert*, Orange - France Telecom
- Wolfgang Tertnig, *Senior Manager Quality Assurance*, T-Mobile Austria
- Arnd Mariniak, *Department Manager, NMQ Network Quality Management*, E-Plus Mobilfunk
- Erhan Eraydin, *Senior Specialist, Radio Network Planning Unit*, Turkcell
- Henrik Dam, *CTO, Danske Telecom A/S - Clearwire Denmark*
- Xolani Mtongwana, *Manager, Network Planning and Performance Engineering*, Cell C
- Manuel Aguiar, *Head of Diagnosis and QoS Unit*, PT Inovacao
- Zarrar H Khan, *Director, Performance Management & QoS*, Pakistan Mobile Communications Limited
- Dr. Jakov Stojanovic, *Radio Network Optimisation Manager*, Telenor Serbia

Pre-Conference Workshop

Monday 30th March 2009

Optimising Performance Measurement in HSPA Networks

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Performance Measurement for Mobile Networks & Services

Pre-Conference Workshop

Monday 30th March 2009

Optimising Performance Measurement in HSPA Networks

Registration will begin at 9.30. The workshop will run from 10.00 – 16.00 with breaks for lunch and refreshments.

In this interactive workshop, participants will come away with an increased understanding and practical strategies for measuring the performance of HSPA, and using the results of these measurements to maximise capacity and improve the user experience of mobile broadband services.

Sessions will include:

- Understanding how to identify and measure the main problems experienced by users in HSPA networks
- Analysing performance measurement results gathered in an HSPA environment
- Identifying and defining the most appropriate KPIs and KQIs to improve both network performance and the user experience of HSPA
- Capturing and analysing HSPA data streams and aggregating and presenting analysis results

Please check www.iir-conferences.com/pm for more information and updates.

Conference Day One – Tuesday 31st March

Measuring And Monitoring Evolving Mobile Networks To Improve The User Experience

8.30 Registration & Coffee

9.00 **Opening remarks from the chair**

9.10 **Defining KPIs for HSPA networks and assessing the impact of HSPA+ on current mobile broadband service levels**

- Identifying strategies for measuring and monitoring the performance of applications offered over HSPA networks:
 - multimedia streaming
 - music and video download
 - mobile gaming
 - content browsing
 - VoIP
- Beating the bottleneck both in the HSPA air interface and transmission network – how can operators guarantee a certain bit rate?
- Assessing the impact of HSPA+ on network performance in terms of:
 - delay reduction
 - increase in average and peak throughput
 - network capacity
- Understanding why and how to deploy MIMO in HSPA networks to transmit parallel independent data streams to improve capacity and minimise interference

Abdellah Bouirig, *Radio Expert*,
Orange - France Telecom

9.50

Examining how Turkcell / KKTCell are measuring the performance of their 3G/HSDPA network to improve mobile broadband service quality

- Experiencing a two carrier network from day one in an environment with high demand for mobile broadband
- Understanding how Turkcell/KKTCell implemented the new 3G/HSDPA network on top of existing GSM with minimal effect on existing services
- Determining what network elements should be analysed in HSDPA networks to gain an understanding of performance levels:
 - network load
 - user distribution on cells
 - bandwidth requirements
 - round trip time
 - traffic volume
- Understanding how to maximise capacity in HSDPA networks to improve throughput, minimise latency and reduce interference
- Understanding how Turkcell / KKTCell will maintain QoS as HSDPA traffic levels increase

Erhan Eraydin, *Senior Specialist*,
Radio Network Planning Unit, Turkcell

10.30

Setting, monitoring and delivering SLAs with guaranteed service levels to enterprise customers for mobile broadband

- Understanding the drivers for offering SLAs to enterprise customers for mobile broadband
- Identifying the key KPIs for business-class mobile data services for which operators can charge a premium
 - redundancy
 - page load time
 - consistency
 - latency
 - jitter
 - throughput
 - packet loss
- Assessing the extent to which current packet loss measurements give an accurate picture of customer perception of quality
- Meeting the challenges of ensuring that KPIs guaranteed in SLAs are met
- Assessing what lessons mobile operators can learn about SLAs from the fixed world

Esther Vos, *Manager*, *Planning Performance and Quality of Service*, TNO

11.10

Morning coffee

11.30

Optimising your backhaul transmission network for mobile broadband traffic

- Forecasting how the deployment of mobile broadband technologies will impact backhaul capacity demands, considering:
 - HSPA
 - HSPA+
 - LTE
 - Mobile WiMAX
- Understanding the importance of high capacity backhaul in enabling optimal mobile broadband performance and optimising your backhaul network to support mobile broadband service delivery and end to end QoS
- Understanding the impact on performance measurement functions of replacing ATM with IP/MPLS as the fundamental switching and transport technology in the mobile backhaul
- Deploying performance measurement tools and techniques in the backhaul to ensure:
 - standardised services
 - scalability
 - reliability
 - QoS

Todor Tashev, *Head of Transport Network Planning*, Mobilitel

12.10

Operator case study: procuring an end to end performance managed mobile broadband network

The speaker will outline a case study of a recent mobile broadband network procurement for a client where the equipment vendor guaranteed HSPA performance.

- Setting up an operating model that maximises performance
- Agreeing and measuring the Key Performance Metrics
- Agreeing the scope of the Performance Bond
- Negotiating a commercially binding vendor guarantee

Mark Neild, *Managing Consultant*, PA Consulting

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Cost-Effectively Measuring The Performance Of Evolving Mobile Networks To Improve

12.50 Lunch

14.00 Examining the latest developments in ITU standardisation for objective listening quality assessment

- Understanding the technical base structures of the new ITU standard POLQA and outlining the benefits for computational prediction of speech quality in telecommunication services
- Examining how POLQA compares to the existing P.862 'PESQ' standard for assessing the quality of today's transmission technologies:
 - new vocoder schemes (i.e. EVRC-B)
 - voice quality enhancement devices
 - support for a wide-band mode up to 14kHz audio bandwidth
- Meeting the challenges of measuring a wide spread of different distortion types, frequency responses and listening levels
- Understanding how POLQA can be applied to handset testing
- Assessing the timescales for completion of the new standard and considering how it will benefit mobile operators

Dr. Jens Berger, Rapporteur ITU-T SG12 / Q9:

'Perceptual-based measures for voice, audio and visual quality measurements in telecommunication services'

14.40 Assessing what impact LTE will have on mobile broadband performance and considering how network quality will be measured for LTE

- Assessing to what extent LTE is the key to consistent performance for mobile broadband
- Outlining the self-optimising functions of LTE:
 - automatic optimisation of neighbour cell lists
 - use of UE history information at handover
- Determining standardised measurements for network optimisation and KPIs
- Identifying the enhanced QoS capabilities supported by LTE, and the impact on:
 - throughput
 - delay
- Comparing the performance of services over an LTE network as opposed to current 3G networks

Speaker to be confirmed - for speaker announcements please go to www.iir-conferences.com/pm

15.20 Afternoon tea

15.50 Optimising handover and mobility between 2G and 3G to improve the customer experience

- Defining the key metrics for measuring the success of 3G<->2G handover
 - Handover IRAT time
 - Compress Mode time
 - Call Setup Success Rate
 - Call Completion Rate
 - Dropped Call Rate
- Analysing the number and type of attempted handovers and optimising the network accordingly:
 - Avoiding loss of speed and loss of service during 3G<->2G handover
- Determining how to minimise delay on 3G<->2G handover to optimise the customer experience
- Defining new metrics and KPIs to measure and optimise cell reselection between 2G and 3G
- Developing strategies to analyse data traffic between 1st and 2nd carriers in 3G

Dr. Jakov Stojanovi, Radio Network Optimisation Manager Telenor Serbia *(Subject to final confirmation)*

16.30 Panel session: balancing network quality with the pressure to reduce network costs

Operators are under ever more pressure to keep network costs to a minimum, particularly in the face of falling prices, especially for data services. However, guaranteeing network quality and performance, and providing a good customer experience, is more important than ever in the battle to acquire and retain customers. The panel will discuss how operators can balance these two conflicting needs, and provide guaranteed QoS and an excellent user experience whilst keeping capex and opex to a minimum.

17.10 Closing remarks from the chair

17.20 End of conference day one

Conference Day Two – Wednesday 1st April

Developing Strategies For Measuring The User Experience: Going Beyond Network KPIs

9.00 Registration & coffee

9.30 Opening remarks from the chair

9.40 Understanding how to measure the user experience to provide excellent QoE and improve customer satisfaction

- Introducing the Service Manager as an important job role: Forming a link between customer facing and technical departments
- Understanding the most important factors which determine the customer impression of service quality
- Leveraging information from customer-facing departments to form an end to end picture of the customer experience
- Developing strategies to measure what the customer is experiencing, and determining to what extent operators should be moving from performance KPIs to Quality of Experience (QoE) measures

Arnd Mariniak, Department Manager, NMQ Network Quality Management, E-Plus Mobilfunk *(Subject to final confirmation)*

10.20 Bringing customer-centricity into technical departments and improving communication between customer-facing and technical departments

- Mapping customer needs into network KPIs
- Leveraging information from customer-facing departments to form an end to end picture of the customer experience
- Analysing service fulfilment and assurance data to understand and identify any provisioning problems

Wolfgang Tertnig, Senior Manager Quality Assurance, T-Mobile Austria

11.00 Morning coffee

11.30 Developing customer experience management to deliver improved customer insight and improve processes

- Examining the evolution of customer experience management within OSS and BSS segments
- Understanding how operators can use customer experience management to better understand how their customers are experiencing service delivery and performance
- Examining operator case studies where customer experience management has delivered improved service performance and business insight

James Doyle, VP Product Management and Marketing, Arantech

12.10 Developing a Universal Quality Indicator for evaluating and benchmarking mobile networks

- Identifying and understanding the key factors that determine the quality perceived by users of speech and data services
- Developing and refining a set of corresponding quality indicators
- Examining the Universal Quality Indicator developed by KPN and explaining how this has eased quality evaluation and benchmarking

Arie Verschoor, Senior Radio Network Designer, KPN

12.50 Lunch

14.00 Measuring 3G data services performance to improve customer satisfaction

- Meeting the challenges of deploying 3G data services in Sudan
- Examining the mobile broadband services being delivered and assessing network and service performance
- Improving the quality of data services in a very competitive environment
- Defining effective, measurable KPIs for 3G data services

Dr. Hashim Elbadri, Value Added Services Manager, Sudatel

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ve The User Experience And Maximise Network ROI

14.40



Panel Session: Focussing On The User Experience

What are the most important KPIs from a customer perspective and how can operators make sure they are measuring them and using the measurement data to improve the user experience?

Panellists will include: James Doyle, VP Product Management and Marketing, Arantech

15.20 Afternoon tea

UMTS900

15.50

Assessing the impact of UMTS900 on GSM network performance

- Determining the impact of using the 900MHz spectrum for 3G in terms of:
 - coverage, especially indoor and rural
 - signal propagation
 - robustness to low signal strength
- Minimising the impact on GSM performance whilst deploying UMTS on the 900MHz spectrum
 - spectrum management of the 900MHz band
 - minimising base station site impact
 - network management of both the established GSM900 and the new UMTS900 networks
- Minimising GSM900/UMTS900 co-location interference:
 - guard band allocation
 - spectrum allocation
 - co-location filtering

Speaker to be confirmed - for speaker announcements please go to www.iir-conferences.com/pm

16.30

The Vendor 2 Minute Challenge

Delegates will be seated on round tables and will be asked to decide amongst themselves what their biggest challenge is as regards performance measurement. A representative from each table will then put this challenge to a panel of leading vendors, each of whom will have 2 minutes to explain how they would solve the problem.

17.20

Closing remarks from the chair

17.30 End of conference day two

Conference Day Three - Thursday 2nd April

Achieving End to End Measuring And Monitoring Of Mobile Networks And Services

9.00 Registration & coffee

9.30

Opening remarks from the chair

9.40

Assessing the different tools and techniques for end to end measuring and monitoring of mobile networks

- Comparing and optimising different performance measurement tools and techniques:
 - drive tests
 - network statistic analysis
 - vendor supplied performance measurement systems
 - proprietary tools
 - automatic test systems
 - intrusive probes systems
- Determining the effectiveness of probe systems to measure service availability and RNC/cell performance
- Comparing the pros and cons of vendor-supplied and proprietary performance measurement tools
- Co-ordinating the data and results of network analysis from across the network and from different services

Zarrar H Khan, Director, Performance Management & QoS, Pakistan Mobile Communications Limited

10.20

Measuring network utilisation in order to better forecast future needs

- Measuring all aspects of network utilisation on a 3G network from the Air Interface to Core Network elements:
 - air interface usage (Interference/power)
 - node B Capacity (Channel elements/power)
 - lub capacity (transmission)
 - backhaul and aggregation nodes (ATM Switches)
 - RNC dimensioning and distribution of load
 - Leveraging these measurements to ensure that you can predict and forecast as well as react to customer demands
- Speaker to be confirmed - for speaker announcements please go to www.iir-conferences.com/pm*

11.00

Morning coffee

11.30

Achieving accurate visibility of network behaviour through efficient performance monitoring to improve network optimisation

- Defining KPIs and KQIs that are relevant for all services in your network
- Determining how to use your measurements for:
 - fault detection
 - network optimisation
 - capacity management
- Improving the efficiency of your performance measurement to drive the trade off between quality, capex, and opex

Henrik Dam, CTO, Danske Telecom A/S - Clearwire Denmark

12.10

Measuring and monitoring end to end network performance to ensure the right balance between capacity management and network quality

- Determining to what extent you can or should compromise on quality to increase network capacity
- Examining the impact of different strategies to increase capacity on network quality:
 - moving to half-rate speech codec in GSM
- Deciding when and how to phase out GSM: how much to invest in GSM if its being phased out and how much can operators reduce quality without losing customers?

Xolani Mtongwana, Manager, Network Planning and Performance Engineering, Cell C

12.50

Lunch

14.00

New entrant case study: managing network performance and quality when launching a new network

- Meeting the challenges of measuring performance when traffic levels, including data traffic, are increasing rapidly
- Examining why IPKO chose to use in-house tools for measuring the performance of data traffic in their EDGE network
- Developing effective frequency plans and changing cell parameters to minimise interference with other operators and interference within the home network
- Understanding the impact on inter-operator interference of the particular political and regulatory situation

Alma Bytyqi, Performance Analyst, Network Planning Department, IPKO Telecommunications

14.40

Evaluating the costs and benefits of automated performance measurement

- Leveraging automated performance measurement to identify issues in the network in real time, enabling engineers to solve problems more quickly
- Determining the effectiveness of automated performance measurement to predict and prevent performance problems before they negatively impact customers
- Quantifying the ROI of automated performance measurement tools: comparing initial outlay and maintenance costs with the operational cost savings delivered by them
- Determining to what extent automated testing can replace manual test and measurement

Manuel Aguiar, Head of Diagnosis and QoS Unit, PT Inovacao (Subject to final confirmation)

15.20

Closing remarks from the chair

15.30

End of conference

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Performance Measurement

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Why attend Performance Measurement 2009?

In times of economic difficulty, network quality becomes more crucial than ever. Providing outstanding coverage and an excellent customer experience for both voice and data services can be the critical factor which differentiates you from your competitors.

To achieve excellent network quality, knowing how well your services are performing is key, and this event will provide you with new tools and techniques to accurately and cost-effectively measure the performance of voice and data services.

Mobile broadband is a key growth area in a slow market, and this conference will focus on how you can measure the performance of HSPA, HSPA+, LTE and WiMAX in order to ensure that your customers are receiving the best possible quality of experience from mobile broadband.

With 14 international operator case studies including **KPN, Orange-France Telecom, T-Mobile Austria, E-Plus Mobilfunk, Turkcell, Danske Telecom, Cell C, PT Inovacao, Sudatel, Telenor** and **Mobitel**, this is the leading event for mobile network performance professionals, so it's a great opportunity to meet with your peers from operators from around the EMEA region and beyond.

Who will attend?

This event will attract Managers, Directors and Engineers from the following areas: Network Performance Measurement and Monitoring, Radio Network Planning & Development, RF Optimisation, Network and Service Quality, Service Management, Service Provisioning and Network Operation & Maintenance.

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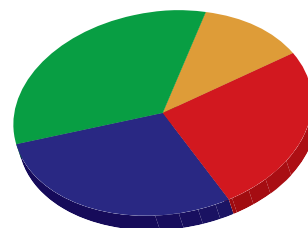


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Founded in 1996 the **UMTS Forum** is an international industry association that is committed to the success of Third Generation (3G) UMTS mobile systems and their Long Term Evolution. Bringing together players from across the mobile industry on a peer-to-peer basis, the UMTS Forum promotes a common vision of 3G/UMTS and its evolution, as well as its worldwide commercial success, and conducts studies and reports on key focus areas such as markets and trends, spectrum and regulation, impact of technologies and implementation issues, and key growth markets. Membership of the UMTS Forum is open to all organisations with an interest in 3G/UMTS mobile - including fixed and mobile network operators, infrastructure vendors, terminal device manufacturers, regulators, media/content providers and developers of 3G/UMTS services and applications. www.ums-forum.org

Geographical breakdown from Performance Measurement 2008



■ Eastern Europe	26%
■ Middle East	29%
■ Western Europe	33%
■ Others	12%

"A very good opportunity to get to know people from other operators who are in charge of network performance topics, additionally it is a good possibility for networking with different tool suppliers"

Martin Binder, Network Performance Manager, **mobilkom austria**
@ Performance Measurement 2008

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✓ Title	Date	Code
<input type="checkbox"/> Pre-Conference Workshop	Monday 30th March	CG2526W
<input type="checkbox"/> Conference	Tuesday 31st March – Thursday 2nd April	CG2526C

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(The conference fee includes 3 course lunch, refreshments and full conference documentation. The fee does not include travel or hotel accommodation. Please photocopy this form for multiple bookings.)

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