



NOKIA

End-to-End program
helps a European
operator achieve
superior network
performance

Case study

Nokia supplies its CSP customer with its core network. The network covers more than 4,300 sites and serves over three million subscribers nationwide.

Building on this relationship, the communications service provider was keen to work with Nokia on its Best Quality Network program. It is designed to make the customer the highest quality network provider in four major cities.



The vision

Developing Best Quality Network

As a mature mobile market, Western Europe is a difficult region for a Communications service provider to make its mark in. Consumers see high quality as a given and CSPs are expected to provide a wide variety of services and subscriptions. It is also challenging to differentiate, as over time, competitors build out their infrastructure and ultimately provide similar levels of capacity and coverage.

The CSP was facing a situation in which it was perceived as falling behind the other providers. The CSP's management realized that it had to build a program that would turn the situation around and lead to the provider becoming the best in its market.

One element in building success is making sure mobile subscribers receive the best Quality of Service. Subscriber experience is largely

measured by benchmarks done by independent companies, based on data from drive tests and/or crowd data.

With quality standards being extremely high in the country, being the best in the market requires superior performance in all measured categories, such as speech quality, web page or file download, gaming and video streaming.

Overall, the vision of the CSP was to have the "Best Quality Network" and show evidence of this through a public benchmark drawn up by an independent body.

With Nokia's wide expertise in assessing and improving network performance for CSPs across the globe, it was well placed to develop the Best Quality Network program.

How Nokia helped

The overall Best Quality Network program was made up of two complementary initiatives.



The first was improvements to the jointly operated radio network which underwent a RAN Best Quality Network program. The major focus of the RAN Best Quality Network project was to identify and resolve issues in the radio network and optimize performance accordingly, in conjunction with a modernization project based on 5G solutions.

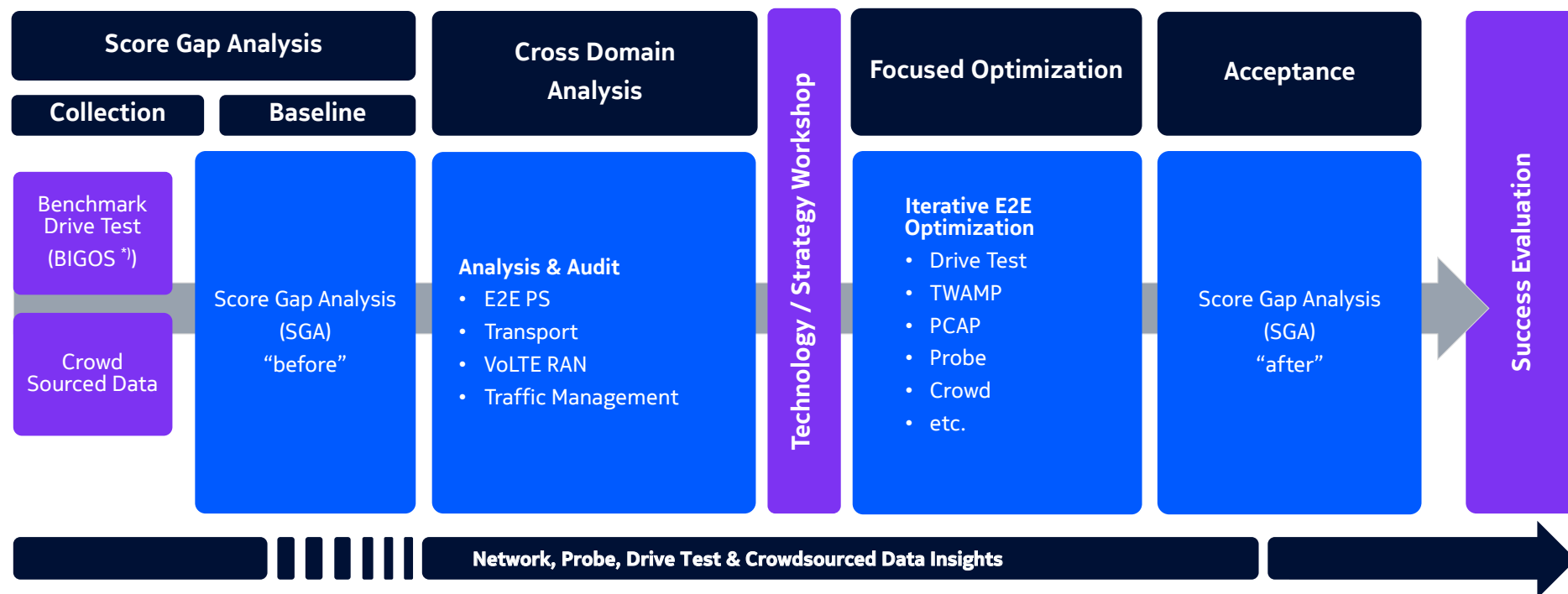
This program went hand-in-hand with the Nokia End-to-End Best Quality Network program which used end-to-end optimization services to achieve premium network performance.

Managed Operations

Buy business outcomes rather than technical enablers

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Nokia Best Quality Network / BQN program



^{*)} Benchmark Intelligent Geo-Optimization Solution

Nokia Managed Operations analyzed and categorized performance issues with the aim of discovering their root cause, whether they were in the RAN, Transport or Core network. This included performing network analysis (Score Gap Analysis) and then mapping improvement areas, particularly in voice and data.

In an iterative process of focused optimization, Nokia and the CSP tested changes, improving efficiencies through analytics and quality techniques that led to quality enhancements across the network.

Supported by its expertise gained on numerous other improvement projects, Nokia prioritized

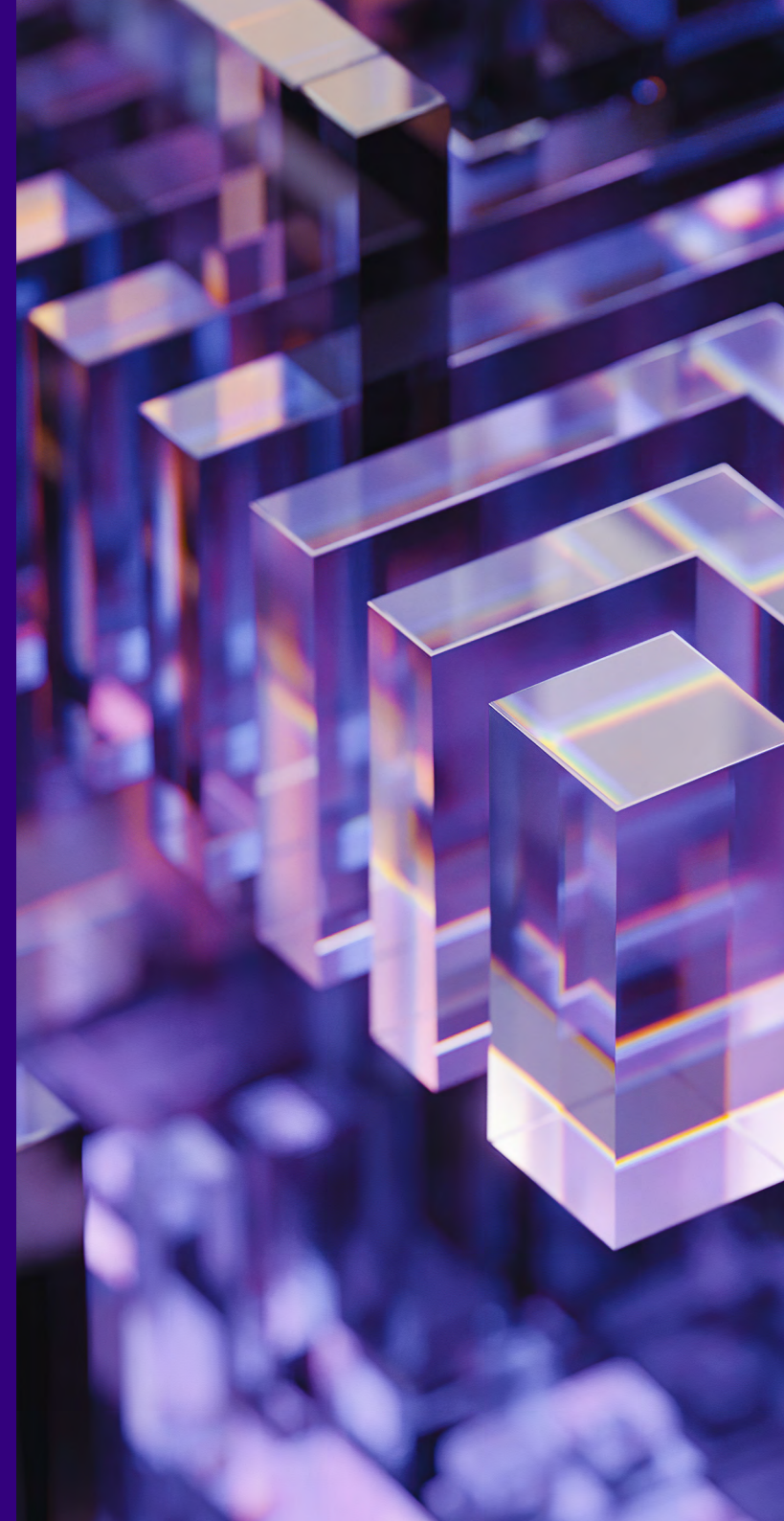
and implemented those changes that produced the best effect on the subscriber experience.

A series of tests were conducted to maximize and verify the positive impact on subscriber experience, which also was confirmed in a public benchmark.

Benefits

Conducting the RAN and End-to-End programs lead to the CSP achieving superior performance over its rivals. Success was shown by an independent survey, which proved that the CSP had achieved the highest overall performance.

In addition, pre- and post-optimization measurements conducted by Nokia documented an overall service quality improvement between 8% and 15%.



Highlights



Highest overall score with 956 points out of 1000 in the measured city test areas



Highest data performance with 610 points



Highest overall reliability score



5G availability of greater than 94% in all four cities



Strengthened brand image with quality as differentiator



Maximized service quality with optimized investments in network growth



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NOKIA

At Nokia, we create technology that helps the world act together.

As a B2B technology innovation leader, we are pioneering the future where networks meet cloud to realize the full potential of digital in every industry.

Through networks that sense, think and act, we work with our customers and partners to create the digital services and applications of the future.

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