

MAXIMA MENTOR™

MOBILE MEASUREMENTS BASED ANALYSIS
AND OPTIMIZATION FOR CDMA/EV-DO NETWORKS



WITH MENTOR, DON'T JUST PREDICT...MEASURE!

Introducing Maxima Mentor™, a next generation product for maximizing CDMA/EV-DO network quality, capacity and coverage that uses actual network data. Maxima Mentor™ makes it possible to meet target KPIs in an environment of fast growth and rapidly changing usage patterns typical of 3G networks.

DRAMATICALLY REDUCE THE NEED FOR DRIVE TESTS

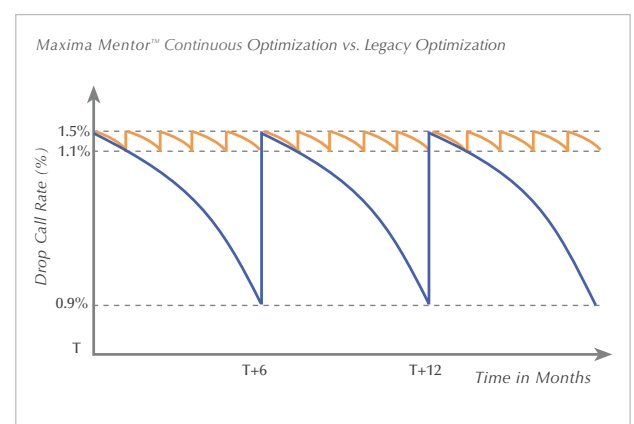
By extracting actual usage data in near real-time from the network, Maxima Mentor™ dramatically reduces the need for time-consuming drive tests and for maintaining expensive, high resolution maps. Instead, Maxima Mentor™ analyzes network data to accurately identify network problem areas. Advanced algorithms provide network engineers with recommendations for corrective actions.

NEXT GENERATION OPTIMIZATION

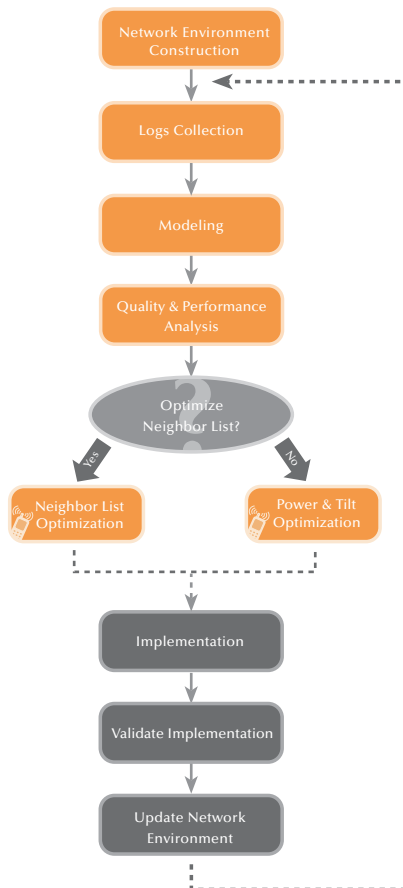
With Maxima Mentor™ the concept of tedious, expensive quarterly optimization projects is obsolete. Maxima Mentor™ introduces a fresh approach to network improvement and maintenance. On a daily basis, Maxima Mentor™ provides recommendations for network tuning based on up-to-date information from the field. Engineers are able to take frequent action to keep their network at top performance.

MEASURE KPIS INSIDE BUILDINGS

In the world of 3G, quality of service inside buildings is as critical to wireless revenue as network performance on the open road. Maxima Mentor™ bypasses the limitations of drive tests, identifying problems in these locations and ensuring quality of service and increased revenues in these critical areas of growth.



SCHEMA



PINPOINT ACCURACY

Maxima Mentor™ provides network engineers with the exact location of problem areas. By relying on actual network data, Maxima Mentor™ enables immediate identification of locations that are experiencing heavy usage or degradation of service quality eliminating the need for guesswork.

FIX IT BEFORE THE SUBSCRIBER EVEN NOTICES

Shortened optimization cycles and accurate location-based quality of service analysis enable identification of potential problem areas before they become noticeable to subscribers. Maxima Mentor™ puts the engineers in a position of proactive control, significantly reducing problems that could lead to churn, revenue loss and reduced MOU.

QUALITY OF SERVICE, GUARANTEED

With Maxima Mentor™, for the first time, 3G service providers can confidently commit to aggressive KPIs and be assured that they will meet those goals. Maxima Mentor™ enables carriers to sustain peak performance levels continuously, over time.

ADVANTAGES

- Automatic neighbor list optimization and implementation
- Power and neighbor list optimization without drive tests and predictions
- Geographical maps showing traffic location and drop call areas
- Takes in-building traffic into account
- Identifies network quality degradation before users notice

KEY BENEFITS

- Reduces operational costs
- Achieves sustainable network performance goals
- Increases network MOU and ARPU
- Improves customer satisfaction and reduce churn
- Reduces capital expenditure