



**2009 European Network Monitoring Systems
Emerging Company of the Year**



“We accelerate growth”

2009 European Network Monitoring Systems Market Emerging Company of the Year Award

Award Description

The Frost & Sullivan Award for Emerging Company of the Year is presented each year to the company that has emerged as a significant participant within its industry. This company is perceived to have exhibited outstanding management, superior market growth, exceptional customer service and the ability to combine technology and successful strategic initiatives. This company has the exceptional know-how to take advantage of market changes through the execution of innovative strategies within the existing competitive landscape.

Research Methodology

In order to select the Award recipient, analysts quantify several market factors for each market participant according to predetermined criteria, paying close attention to their combined operations efforts. This process includes interviews with market participants, customers, and suppliers, along with extensive secondary and technology research. The companies' efforts are then analyzed based on the number of new customers, new segments, and commitment to business expansion coupled with market growth.

Measurement Criteria

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Proof of success executing a restructuring strategy
- New market penetration (geographic, product, etc.)
- Marketing, promotion, and visibility of the company
- Degree of strategy innovation
- Technological innovation and leadership
- Increased name recognition
- Revenue and market share growth



The 2009 Frost & Sullivan Emerging Company of the Year Award in the European network monitoring systems market is presented to CommProve Ltd. This award is in recognition of the growth that the company has experienced since 1996. CommProve Ltd. is a manufacturer of test solutions for monitoring the wireless network to measure the quality of service (QoS). The company's products are designed to identify the cause of problems like radio frequency interference in the network and troubleshoot them before it affects the QoS of a particular network which might lead to dissatisfied subscribers. The company is headquartered in Ireland and started its global expansion during 2005. Today, the company has offices located in Ireland, Italy, United Kingdom, Spain, Brazil, Dubai and the United States along with several distributors and sales partners in countries like India, Australia, Russia and South Africa. CommProve Ltd. has helped operators reduce customer churn through its unique OSS solutions which can be used across several technologies including GSM, GPRS, UMTS and HSPA. Its product line also extends to cover other application areas such as data services monitoring, core network monitoring and network element counter monitoring.

Addressing Key Challenges

CommProve continues to invest its time and money to identify common challenges faced by network operators in the industry and work towards addressing the same. Monitoring the network continuously to measure the QoS data of subscribers has always been a significant challenge for operators with high penetration level of new technologies and mobile services. Periodic drive testing and troubleshooting actions after a fault has occurred in the network is no longer effective. Monitoring the radio interface has always been difficult for operators as there are a large number of links to be monitored and they are geographically distributed. Also, monitoring the 3G WCDMA technology has been a major challenge for operators due its dynamic nature and limitation through interference. Operators were looking for robust and reliable solution that could report the QoS of the network in real time. Netledge 3G Radio QoS solution from CommProve has helped operators to overcome these common challenges in the industry by providing them with a solution that can monitor the network 24x7 by collecting, analyzing and reporting QoS of the network through a user friendly GUI. All data collected can also be used for diagnosing issues historically or real time, reducing the time to fix issues dramatically.

CommProve's Product Line

The two main solutions for RAN monitoring are Netledge™ and Quantiqa™ that are widely used for passive network monitoring for measuring QoS in the network. On top of the platforms infrastructure CommProve's product portfolio consists of Insight solutions – a comprehensive suite of business solutions tackling different aspects of the network such as VIP subscribers, roaming, network management, radio optimisation and mobile broadband services. By continuously measuring the QoS in the network, the Operations Support Systems (OSS) solutions from CommProve enable the operators to increase the average revenue per subscriber by ensuring high quality of service and avoid loss of revenue from high spending subscribers. CommProve's Netledge was awarded the Best Network Quality Initiative Award by the GSM Association for addressing the challenges faced by the operators in monitoring the QoS in their network.

Netledge

Netledge is a monitoring system used for GSM, GPRS, UMTS and HSPA radio networks. Netledge measures the QoS by monitoring 100 percent of the traffic carried over network interfaces measuring the availability, integrity, and stability of the service connections. It has been developed to identify poor levels of radio performance including coverage gaps, dropped calls, low data rates and inadequate voice quality. This solution can be used across several departments within the operator's organization ranging from engineering to customer support and vendor management teams. In 2007, the company announced an enhancement to this solution that enables operators to monitor its key corporate subscriber accounts, high value roaming subscribers and other VIP customers without any additional resources thereby reducing the operational expenditure in monitoring networks of preferred customers.

Features & Benefits of Netledge

- Real time network wide monitoring, 24x7
- Full storage of diagnostic information for fast problem resolution
- Session and mobility management monitoring which includes delay, success and failure cause information
- Payload monitoring which includes throughput and data volume for data based applications such as MMS, browsing, e-mail and other video services
- Open interface for integration with other OSS systems.
- Verification of predictive radio propagation models to improve network performance

Insight solutions

These solutions protect operators revenue and save OPEX by giving them a full insight in to high pain points in wireless communications such as roaming; and mobile broadband performance and growth. The solutions tackle various mobile operator business aspects such as VIP subscribers, roaming, network management, radio optimization and mobile broadband services. The Insight family is enabled by the CommProve Platforms that provide the data aggregation, presentation and decision support infrastructure.

Quantiqa

This solution from CommProve is an advanced visualization system which will help operators to perform a deeper analysis of the QoS data obtained. The analysis can in turn be used to operate several functions including threshold based alerting, real time network status indicators etc. Additionally, this solution is also widely used for applications such as trend analysis and benchmarking. This benchmark analysis data from the system can later be used to understand the performance of network in several regions, compare and contrast the performance before and after a particular software upgrade etc.

Support and Training for Operators

CommProve has an in-house QoS expert team that support and train the operators in measuring in-depth data from the reports collected from their network. The support team works towards achieving detailed project deployment and implementation services methodologies for predicable and repeatable project quality. Its customer operation team also offers professional services for managing pre-deployment and post-deployment projects which includes implementation of industry best practices, end-to-end project management and also offer a dedicated project manager throughout the project lifecycle which includes all technical and implementation responsibilities. Additionally, the company also offers several certification courses and training modules for network engineers focused on live network monitoring and customer management topics.

Strong partnership and expanding customer base

CommProve has always looked for strategic partnership and alliances with other organizations. This is one of the major reasons behind the success of the company in spite of heavy competition in the market. The company recently announced its partnership with Polaris Wireless to deliver the industry's highest performing and most innovative real-time network surveillance solutions available. Polaris Wireless provides mobile operators with solutions that accurately determine the location of wireless calls, network events and handsets across the full range of urban, indoor, suburban and rural environments. The patented Polaris Wireless Location Signatures Technology along with CommProve's real-time capture and presentation of selective mission critical information can now be used to provide a truly disruptive and innovative change to this market.

The company also announced its partnership with AIRCOM, an international end-to-end network optimization solution provider in December 2008. The data collected from CommProve's Netledge can now be used along with AIRCOM's technology for radio frequency planning and radio optimization across a multi vendor platform.

CommProve also partnered with Telecom 180 to extend its presence in South Africa in 2008. Telecom 180 has already been a successful operator in South Africa and now will use CommProve's Netledge to support the deployment of new services.

The company also secured new finance of \$14 million last year to support its geographic expansion and for expanding its product portfolio. The company is now looking to expand its services to countries in Asia where the number of mobile subscribers are growing rapidly

Conclusion

CommProve Ltd. has been successful in identifying the industry challenges and providing solutions to address them. Also, as the number of subscribers and service based traffic in the network increase, the need for measuring the QoS in the network will increase. The benefit of the current product offering of CommProve is expected to impact the growth of the company during 2009. With a strong team of R&D experts, engineers and customer support, CommProve is expected to gain additional recognition in the market and also increase its market share through continuous expansion to other geographic regions in the future. All these factors make CommProve worthy of receiving the 2009 Frost & Sullivan Emerging Company of the Year Award.

About Best Practices

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.



About Frost & Sullivan

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Jasmine Malone
Frost & Sullivan
DDI: +44 207 915 7869
Email: jasmine.malone@frost.com
www.frost.com

Mark Hoogerbrugge
CommProve Ltd.
DDI: +44 7900 430 344
Email: Mark.Hoogerbrugge@CommProve.com
www.CommProve.com