Abstract of the Esa Vesterinen - Omnitele presentation:

General

For years, operators have relied almost solely on bitrate as the single KPI to measure, benchmark and optimise their networks for mobile data. But in modern mobile networks the bitrates are often so high that in many cases there are other factors imposing more limits on mobile data customer experience. For some use cases, e.g. VoIP, high bitrate is not required at all, and sometimes not even a very high bitrate allows for acceptable customer experience. Thus, true customer oriented test cases and KPIs are imperative for modern network benchmarks and optimisation.

**Session 5 presentation: Linking the QoE and QoS for data services**

Challenge has been how to link QoE, QoS and network performance together. In the presentation Omnitele presents the frame how customer experience and network performance KPIs can be mapped, managed and improved.

**Session 7 presentation: Application and segment driven QoS measurements and benchmarking**

**Case 1: Commuting traffic**

One active and important user group for multimedia services are the workers that commute between the home and the offices. Their usage is driven by the experience at home, in train and in the office. Omnitele conducted a case study on the typical usage of multimedia services for this segment, what is their user pattern and how their experienced quality can be measured.

**Case 2: Dutch football WC2014 experience in Amsterdam**

Omnitele conducted case study in Netherlands during the football World Cup 2014. KPN, Vodafone and T-Mobile networks were benchmarked in “*be-the-customer*” fashion in Amsterdam area. Results were used to compare operators’ offered customer experience, but also used as an input to focus optimisation effort. As an outcome, networks were optimised on areas that had the highest impact on customer experience.