
APP EXPERIENCE OPTIMIZATION ENABLES OPERATORS TO SEE NETWORKS AS END USERS DO

- Network performance drives consumer loyalty, but operators and smartphone users define network performance differently
- Networks that perform well against conventional KPIs don't necessarily deliver an optimal experience for smartphone users
- App Experience Optimization is a new service that transforms how operators optimize their networks to meet the new demands created by a fast-evolving app ecosystem

Operators are well aware that the single most important driver of customer loyalty is network performance, which is why they put a lot of effort into optimizing their networks. As consumers are spending more and more of their time using apps – see, for example, [Performance shapes smartphone behavior](#), a 2014 Ericsson (NASDAQ: ERIC) ConsumerLab study – operators are finding they need to optimize their networks in new ways to remain competitive. Conventional network-related key performance indicators (KPIs) alone may no longer paint an accurate picture of the true user experience.

App Experience Optimization is a new service that transforms how operators optimize their networks to meet the new demands created by a fast-evolving app ecosystem. The service addresses this challenge by providing a true picture of the local app experience and correlating this with network-related KPIs, which can then be acted upon. Ericsson Network Design and Optimization experts then optimize for app experience, drawing upon global experience, tools and methods.

In a recent [project](#), Ericsson optimized XL Axiata's network for performance of the Facebook app – making substantial, targeted improvements to XL Axiata's network. As a result, app experience – defined by the ability to complete transactions within a maximum time of three seconds – improved by between 20 and 70 percent. Time to content improved by up to 70 percent, while upload time improved by up to 50 percent. These results show that it is possible to optimize app experience using existing network resources.

Ameet Suri, Partnerships Manager at Facebook, says: "In addition to building apps that use less data, we need more efficient infrastructure to serve people in low-bandwidth areas. Over the last year, we have worked with Ericsson and XL Axiata in Indonesia to create a methodology to analyze, monitor and improve end-to-end network performance for app experience. This methodology will help operators cost-effectively target network improvements in the areas that affect users most, thereby delivering greater utility for the

two-thirds of the world not yet connected. Initially launched with XL Axiata, we are excited to expand the program to more operators who have expressed an interest.”

Following the positive results achieved, Ericsson has refined this methodology, resulting in the App Experience Optimization service. The new service will be launched at Mobile World Congress 2015 in Barcelona.

Staffan Pehrson, Vice President of Network Rollout, Support & Optimization at Ericsson, says: “With our more than 5,000 Network Design and Optimization experts and the insights we gather from countless customer projects, this new service offering will bring efficiency and competitive advantages to our customers.”

Jason Marcheck, Service Director for Service Provider Infrastructure at Current Analysis, says: “Ericsson has always paid attention to how user interaction with the network impacts its operators’ customers. This latest launch brings the end-users’ app experience into the mix, marrying network optimization services with insights from collaborations with over-the-top service providers. This helps networks perform better in ways that end users value most.”

Ericsson at Mobile World Congress 2015

During Mobile World Congress 2015 in Barcelona, Spain, Ericsson is showing world-leading technology, service capabilities, and innovations. The Networked Society is transforming entire industries. ICT tools have become fundamental everyday resources for businesses, people and society. We lead the way with hardware, services and software solutions that drive development in mobility, broadband and cloud, creating the foundation for new eco-systems, and transformation across industries. The change that transformation brings is in the hands of everyone. That is why we at Mobile World Congress this year will talk about how we enable change-makers in the Networked Society to advance digital experiences.

You can find us at MWC in Hall 2, Stand 2N60. Follow us during the event using @Ericsson and join the discussion using #MWC15. Insights from our experts and Networked Society evangelists are also published on our blog during the event.

NOTES TO EDITORS

[App Experience Optimization](#)

[Measuring and improving network performance](#)

[Keeping smartphone users loyal](#)

[Performance shapes smartphone behavior](#)

[Product Relates Services press backgrounder](#)

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press

PRESS RELEASE
FEBRUARY 19, 2015



Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.

Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2014 were SEK 228.0 billion (USD 33.1 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

www.ericsson.com

www.ericsson.com/news

www.twitter.com/ericssonpress

www.facebook.com/ericsson

www.youtube.com/ericsson

FOR FURTHER INFORMATION, PLEASE CONTACT

Ericsson Corporate Communications

Phone: +46 10 719 69 92

E-mail: media.relations@ericsson.com

Ericsson Investor Relations

Phone: +46 10 719 00 00

E-mail: investor.relations@ericsson.com