

# Drive Test and Mobile Network Optimisation

Drive tests and mobile network optimisation services provide a clear insight into the quality of mobile-phone coverage and other wireless technologies, including identification of black spots (areas without reception) and areas of poor signal quality (dropped calls, slow data speed, etc.). Drive test and mobile optimisation services also provide users with information about a mobile networks' compliance with relevant regulations and technical requirements.



## THE Applus+ SOLUTION

Applus+ offers our clients the following key services in mobile network optimisation:

- Drive tests: acquiring and monitoring information exchanged between the mobile terminal and the base transceiver station (BTS)
- Benchmarking: a comparative analysis of data sets collected at different times, as well as data comparison with other companies
- Indoor-quality measurement: a service for large buildings, such as shopping centres and hospitals
- Processing and analysis of mobile network field information
- Performance testing and optimisation: improving the efficiency and consequently the profitability of the mobile network

Our mobile modular laboratories, and the use of market-leading technologies (TEMS by Ascom, Xcal and XCap platforms by Accuver and SwissQual), allow us to guarantee a service tailored to each customer and each specific measurement protocol.

Our drive test and optimisation technicians work with 2G, 3G and 4G technology, as well as TDT, TETRA, Wimax and DAB, amongst others. We can also provide mobile network analysis, processing and optimisation solutions, including TEMS Discovery, Actix and Cellular Expert.



## Target customers

Mobile network drive test and optimisation services are aimed at telecommunications companies wishing to improve their service to their customers and/or their regulatory compliance.

These services are critical for implementing, operating and maintaining of any wireless network because the coverage data provided directly informs the investment and policy decisions of the operator, or provider, responsible for installing, managing or maintaining the network.

Drive tests and mobile optimisation services provide data to indicate when to enhance or widen a network; how the network compares with its competitors (benchmarking); or if mobile network performance is optimal following an intervention or an event involving a large influx of users.

The resulting data can also be used to reassure government bodies that all users have access to the emergency services at all times.

## Key customer benefits

Applus+ drive tests and mobile optimisation services help our clients by:

- Providing up-to-the-minute information about the condition of the wireless network
- Optimising their financial resources by supporting correct network deployment
- Preventing the need for investment in measurement and analysis equipment and infrastructure
- Ensuring the appropriate certifications and compliance with relevant standards and regulations
- Providing pre-emptive information regarding potential end-user issues, including service saturation and areas of poor (or no) coverage
- Offering the possibility of benchmarking against their competitors and making improvements to their service where required