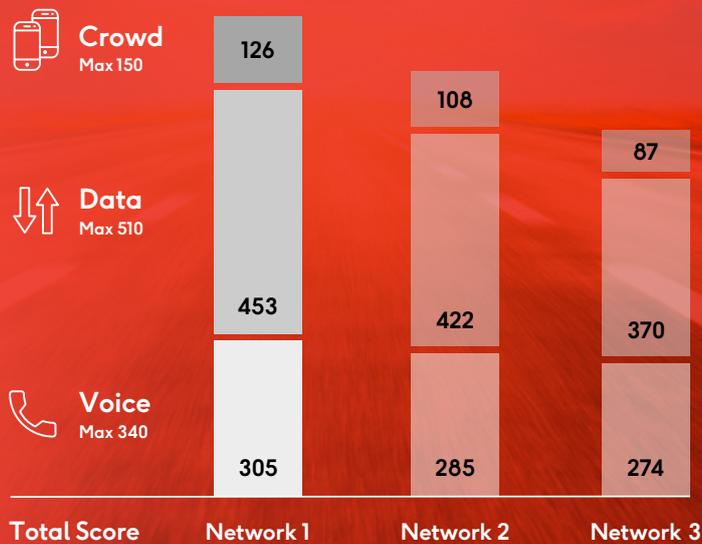


'BEST IN TEST' TAKE POLE POSITION IN THE NEXT PUBLIC MOBILE NETWORK BENCHMARK



If your annual benchmark result doesn't fully reflect the investment you are making into your network infrastructure to improve quality on roads, highways and railways, then perhaps new tools are needed. The right toolset for analyzing and improving user experience in mobility could help you gain – and maintain – leadership.

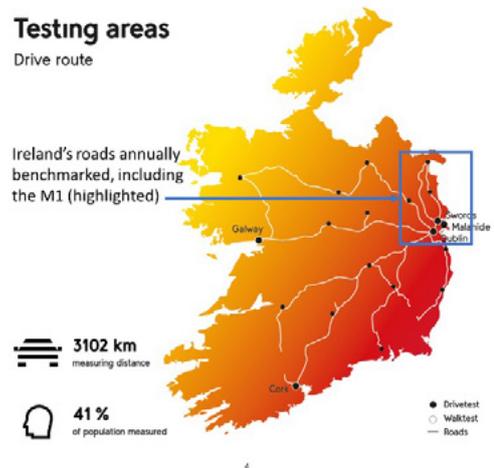
The smart, connected world of the future requires innovation in monitoring and improving network quality for subscribers on the move: a solution that can provide the detailed route and journey experience that is also essential for optimum connected car experience.

Mobility experience analytics as a service

Continual's 'analytics-as-a-service' offering gives mobile operators a very short service engagement for improving network performance, which will both boost the mobile network test result and maintain better network quality for subscribers on the move. The service is based on Mobility Experience Analytics technology that introduces 'route' and 'journey' parameters for the benefit of network teams tasked with network performance on travel routes. It applies Artificial Intelligence (AI) to a variety of network datasets – geolocated call trace data, call details records, and other sources of data. The technology processes and builds experience profiles of connected vehicles and on-board subscribers, for all travel routes. These profiles are mapped against the network cells with the greatest impact. The result is a scientifically-accurate, road segment-specific network performance profile, along with improvement recommendations that can be integrated into your optimization system.

Example: benchmark preparation across Ireland's M1 motorway

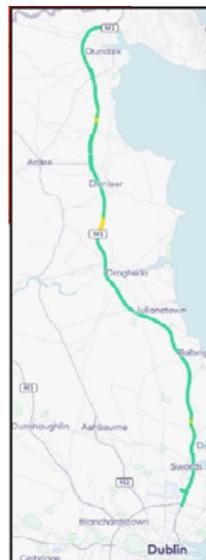
The M1 is Ireland's most important road, running from the capital Dublin up to the Northern Ireland border, just north of Dundalk. The 'M1 Corridor'- defined as the area around the M1 in combination with the A1 that continues from the border up to Belfast - is a very active enterprise zone, with businesses ranging from established multinationals to startups, across a wide range of sectors. A population of 2.25 million, over one-third of the population of the entire island, lives within an hour's drive of Dundalk and Drogheda, the two main towns situated on the M1, justifying its inclusion in all annual benchmarks.



Leveraging Continual's Mobility Experience Analytics platform, **Vodafone Ireland's** network team optimized its network performance across the main highways in the country. Focusing on the M1 first, the engineers worked on the 87km segment between Dublin and Dundalk: this includes about 600 cells, most of which were LTE. Vodafone engineers saw improvements on multiple voice and data KPIs, and attained all of their optimization goals, specifically meeting their set objective for **increased time on LTE**.

Vodafone's team later implemented the same methodology across all of Ireland's main roads and highways.

In 2021, a few months after completing its highway optimization project with Continual, Vodafone Ireland was rewarded by winning the national best in test public benchmark, carried out by Umlaut.



ARE YOU READY TO WIN THE NEXT PUBLIC BENCHMARK?

We invite you to become one of the elite group of operators who consistently win in their national network tests by leveraging a speedy analytics and optimization cycle as a service. Within a couple of weeks you can implement our optimization recommendations and achieve measurable network performance improvements without incurring any massive infrastructure investment.

Register [here](#) or [email](#) us to receive your personalized proposal.