

Consumer Marketing Summary

Orion™ | Mobile Data



Marketing organizations need reliable intelligence to run effective marketing campaigns, add predictability to revenue forecasts and evaluate the success of existing services and targeted promotions.

Engineered to provide carriers with the information required to characterize service uptake and increase average revenues per subscriber, the Consumer Marketing Summary provides monthly, statistical reporting on commercial service activity by unique and active users.

A part of Tektronix' Service Assurance offering for Mobile Networks, the Consumer Marketing Summary report delivers key intelligence from the most reliable source—your network.

Key Benefits

- Manage marketing campaigns
- Enlighten network capacity planning initiatives
- Forecast usage and revenue

| ORION MOBILE DATA | | | | | | | |
|---|----------------|----------------------------|------------------------------|--|--|-------------------------|---------------------------|
| UNIFIED ASSURANCE BEAMER ORION GEOPROBE | | | | | | | |
| Consumer Marketing Summary (Un)task Columns | | | | | | | |
| Time Range: Resolution: Monthly Start Date/Time: November 2005 End Date/Time: November 2005 | | | | | | | |
| SGSN Group: SW Region | | | | | | | |
| Minimum Attempts: 1000 | | | | | | | |
| Sort Order: Service Ascending Number Of Rows Between Header: 25 Number of Records: Show All | | | | | | | |
| Submit Reset Cancel | | | | | | | |
| Service | # Unique Users | Total UpLink Network Bytes | Total DownLink Network Bytes | Average UpLink Network Bytes per Session | Average DownLink Network Bytes per Session | Total UpLink User Bytes | Total DownLink User Bytes |
| Yahoo | 5,342 | 1,762,860,000 | 3,525,720,000 | 5,500 | 11,000 | 1,269,259,200 | 3,100,123,500 |
| Hotmail | 3,000 | 2,332,125,000 | 4,664,250,000 | 2,500 | 5,000 | 1,865,700,000 | 4,222,567,700 |
| Summary | 2,305 | 4,094,985,000 | 8,189,970,000 | 8,000 | 16,000 | 3,134,959,200 | 7,322,691,200 |

This Consumer Marketing Summary report displays active user usage statistics by SW Region. Results are sorted by the number of unique active users.



Consumer Marketing Summary

The Consumer Marketing Summary report monitors actual data service activity based on the following Key Performance Indicators (KPIs):

- Number of Unique Active Users
- Total UpLink Network Bytes
- Total DownLink Network Bytes
- Average UpLink Network Bytes per Session
- Average DownLink Network Bytes per Session
- Total UpLink User Bytes
- Total DownLink User Bytes
- Average UpLink User Bytes per Session
- Average DownLink User Bytes per Session
- Total User Sessions
- Average Sessions per Active User
- Average Session Length per Service (in seconds)

Collected information is then made available for presentation in an easy-to-use, web-based reporting environment.

- Monthly resolution supports previous month and current month-to-date reporting.
- Regional designations provide more focused views of service usage and subscriber behavior.
- Flexible sort order combinations enable swift identification of desired information.
- Reports may be scheduled for automatic e-mail distribution with CSV and printer-friendly output options.

About Tektronix:

Tektronix has more than 60 years of experience in providing network operators and equipment manufacturers a comprehensive and unparalleled suite of network diagnostics and management solutions for fixed, mobile, IP and converged multi-service networks.

These solutions support such architectures and applications as fixed mobile convergence, IMS, broadband wireless access, WiMAX, VoIP and triple play, including IPTV.

For Further Information:

Tektronix maintains a comprehensive, constantly expanding collection of application notes, technical briefs and other resources to help engineers working on the cutting edge of technology.

Please visit www.tektronix.com/communications

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