

# Using real-time analytics to drive quality of experience results – Morpho showcases solution at Telecom Council event

# CONNECTIVITY

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With competition intensifying amongst mobile network operators, one of the most important ways that operators can differentiate themselves is through Quality of Experience (QoE). In partnership with Wadaro, 2015 Red Herring 100 Global Award Winner, Morpho offers a unique solution called “Total Analysis Package” (TAP), which enables mobile network operators to crowd-source network and mobile device Key Performance Indicators (KPIs) that reflect their subscribers’ real network and device experience. In nearly real time, mobile network operators and mobile virtual network operators, can measure and analyze coverage, device and call performance and implement corrective actions in order to improve their end customers’ experience.

Morpho will demonstrate the Wadaro Total Analysis Package and its QoE capability at the Telecom Council of Silicon Valley’s event Data & Analytics Forum: Moving Telcos to Real-Time. The event will take place on Thursday, January 21, from 8:30 am -1:00 pm and will be hosted by Dell in Santa Clara, California.

To contact us prior to the event, or to find out more about TAP, please email us. For registration and more information about the Telecom Council of Silicon Valley, please [click here](#).