

# Morpho and Wadaro – strong partnership for successful 4G LTE performance

In a very competitive market, mobile network operators (MNOs) can differentiate themselves through their Quality of Experience (QoE) potential.

# CONNECTIVITY

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In a strategic partnership with Wadaro, 2015 Red Herring 100 Global Award Winner, Morpho offers a unique solution called “Total Analysis Package” (TAP). This QoE solution portfolio helps to improve the quality of service delivered to users of mobile telecommunication networks across the globe by enabling MNO's to crowd-source network and mobile device Key Performance Indicators (KPIs) that reflect their subscribers' real network and device experience.

In 2014 Morpho and Wadaro together launched the LTEnhance solution for 4G LTE SIM cards, which is now being increasingly deployed by major tier one MNOs, and helps telecom operators improve their quality of service over fourth-generation mobile networks. This solution solves the problem of monitoring complex mobile telephony networks. MNOs have traditionally derived a measure of the quality of their networks via drive testing and network probing solutions. However, to measure actual service quality, it's necessary to monitor and evaluate subscribers' service experiences. TAP solutions are available for voice and data service monitoring. Already installed into SIM cards produced by Morpho they are deployed in retail consumer handsets and machine-to-machine devices to provide mobile network operators with a variety of key performance indicators detailing their network performance. Morpho is currently the only company to offer this type of solution over the 4G LTE network and has commercial deployments and trials with mobile network operators in Europe, Latin America and Africa.

At Mobile World Congress 2016 in Barcelona, February 22-25, in Hall 6, stand G30, Morpho together with Wadaro will demonstrate its USIM-based network and device quality of experience (QoE) monitoring solution.