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Unique approach to network optimisation

CellMining Ltd. has developed a new approach to help wireless telecom carriers address network optimisation issues such as dropped calls. The company recently added new capabilities to its flagship solution, Behavior-Based SON™, which are available as part of SONATA Suite V3.0. Assaf Aloni, VP Marketing at CellMining, explains that their unique SON technology, which is agnostic to network vendors and generations, analyses usage patterns to maximise network performance, reduce network operational costs and deliver an overall improved experience for subscribers.
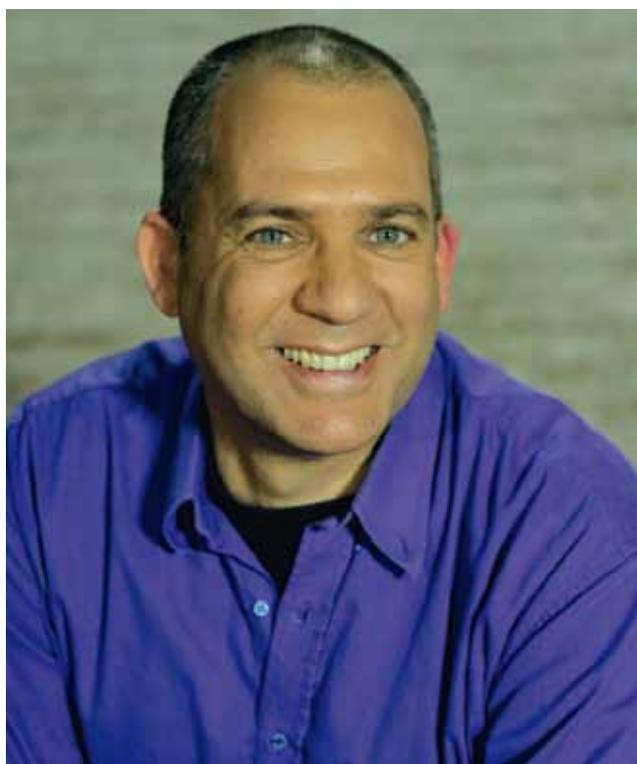
CellMining was established in 2013 by three founders with a background in RF technology to address issues arising from the increasing complexity of mobile networks. Mr. Aloni explains that ever-increasing data bandwidth needs and fierce competition forces operators to squeeze more and more out of their networks, but ironically this produces problems such as dropped calls, which can make subscribers decide to move to the competition. "Even in dense wireless networks there will always be a couple of blind spots," Mr. Aloni points out. "The standard approach to deal with these is to digest and analyse the vast amount of network data generated by probes; these are hardware devices that are connected to the wires in the network. What makes our approach unique is that we read and analyse call detail records (CDRs); in other words, we analyse the subscriber's experience and behaviour. This a more efficient and quicker way of analysing data. Another major benefit of our technology is that contrary to other methods, it is vendor agnostic and as such more cost effective."

In addition to receiving real-time subscriber insights, CellMining's solution enables carriers to conduct auditing and clean-up of network misconfigurations and settings that do not comply with RF policies. They can also run ongoing optimisation, including automation of optimal neighbouring for enhanced mobility, and deploy adaptive settings for load balancing for better accessibility. The recently announced new capabilities to CellMining's SONATA Suite include detection of Low Quality Calls, a new dimension for network optimisation providing significant KPIs for operators for calls that go unnoticed by traditional network monitoring and optimisation solutions. The Subscriber Dashboard is also an integral capability of the Behavior-Based SON™ which allows carriers to identify specific subscriber issues, on both group and individual VIP levels, and handle them in a timely manner to enhance customer experience. Recent evaluations have demonstrated a 30% increased network accessibility for voice and data subscribers for affected sectors and a 10%-15% increase in subscriber satisfaction rates from the quality of communication, directly attributed to voice quality and data session persistency.

CellMining's Behavior-Based SON™ has already gained significant interest from Tier 1 and Tier 2 operators across the globe who are looking to adopt such solutions. Mr. Aloni is looking forward to introducing the new capabilities of SONATA V3.0 at the forthcoming Mobile World Congress in Barcelona.

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