APRIL 2023 | VOL. 7

NETRADAR DIGEST

The official company newsletter

Netradar
Raise the bar with us

Insights from the Mobile World Congress

Sales Director Jukka Hieta

We had the privilege to have a stand at the Mobile World Congress in 2023. Compared to 2022 we were able to multiply the number of customer meetings. Luckily enough we had three representatives on the stand to be able to handle sometimes multiple simultaneous meetings.

The most visible themes at the operator stands were clearly AR, VR, Metaverse and sustainability. For instance Vodafone stand was all green with walls growing plants and the themes they were talking about were very much related to sustainability and digital green. KT Telecom had a VR/AR enriched helicopter ride on their stand that was attracting big crowds. Unfortunately I didn't have time this year to listen to operator presentations due to high amount of traffic at our stand.

I would say that Nokia stole the show by launching their new logo and brand strategy. Nokia stand was also positioned so that it could not be missed and it was glowing in the end of the corridor with a lucrative entrance.

It was very clear during the congress that operators are truly seeking ways to improve their network quality and thus reduce churn by making their customers more satisfied. We at Netradar are happy to provide a solution to mobile operators that reveal areas in the network that need improvement. Our solution is measuring network quality and performance directly from the mobile devices of operators' customers revealing areas where operators need to invest to excel in mobile network performance. Netradar can be used for instance to find out high latency areas, areas without any cellular coverage and to replace drive testing.

WHAT'S INSIDE THIS ISSUE

Blog:
Insights from MWC 2023 Barcelona, Spain by Sales Director Jukka Hieta

Webinar:
Netradar vs legacy crowdsourcing solutions
April 18th, 2023
2 sessions: 10AM/5PM EEST

Event:
Critical Communications World
23-25 May 2023,
Messukeskus, Helsinki Expo & Convention Centre, Finland

Product launch:
The new Netradar Mobile App

Benefits of the Netradar Solution & the Netradar Team

FEATURED THIS MONTH

Netradar is a more comprehensive network measurement platform when compared to legacy crowdsourcing solutions. We collect data on a wider range of network performance metrics, including signal strength, network availability, and indoor performance. By using a combination of active and passive measurement techniques to collect data from a variety of sources we provide more detailed and accurate insights into network performance, including information on network congestion and data roaming.

REGISTER HERE

BOOK A DEMO

Critical Communications World 2023

23-25 May 2023, Messukeskus, Helsinki Expo and Convention Centre, Finland

VISIT OUR BOOTH AT FINNISH PAVILION

REGISTER HERE

PRODUCT LAUNCH

THE NEW NETRADAR MOBILE APP

Google Play

Download the latest version now

New app

Netradar is primarily designed for monitoring the performance of mobile networks. The app can measure network speed, latency, and other important metrics. It can also provide users with information on network coverage, network signal strength, and Wi-Fi signal strength.

Detailed network data

Users can see how their network performs in different locations and at different times of the day. They can also view historical data to see how their network performance has changed over time in a dedicated view up to the beginning of when the app was first installed.

User-friendly

Netradar has a user-friendly interface that makes it easy for users to view their network performance data. User can also test for instance the speed and latency of their cellular and WiFi connections. The app provides users with clear and concise information that is easy to understand.

BENEFITS OF THE NETRADAR SOLUTION

Actionable

Netradar hybrid measurement technology enables mobile operators to take concrete and decisive actions.

Quality

Relevant data showing how customers are being really served. We do not infer performance issues because we know them.

Quantity

Huge amount of data (1000X more than competition).

Features

Capacity constraints, indoor performance, missing coverage.

Anomaly Detector & Troubleshooter

Netradar AI automatically shows bigger challenges that need fixing.

100% anonymous data-owned by the operator

THE NETRADAR TEAM

Netradar is a Finnish-based technology company established in 2017. We increase customer satisfaction by helping operators world-wide to identify poor mobile network experiences. With real, daily customer data, we steer operators to focus their investments where it matters the most for their customers

We are an international team of telecom professionals with over 100 years combined experience. We understand technology and we understand consumer experience.

All we want is for you to become a leader within your industry:
Let's raise the bar together!

Tomi Paatsila
CEO & Co-Founder

Jukka Manner
CTO & Co-Founder

Jukka Hieta
Sales Director

Claudia Parma
CMO

www.netradar.com
sales@netradar.com