

# Real app based QoS and testing

Smart App Manager

## A New Dimension in Customer Perspective

Internet usage today is dominated by app usage while conventional measurement is still either browser-based or at an even more basic level. Now, you can follow your customers into their world and see how they experience your network by using the apps they use. Focus Infocom's innovative Smart App Manager technology redefines customer perspective and opens up a whole new world of service tests in mobile network measurement.

## Innovative

The highly innovative Smart App Manager technology (SAM) redefines what measurement from a customer perspective really means and adds a new dimension to service testing in mobile networks.

## Any App

While conventional systems are limited to a rather small number of basic services, the Smart App Manager technology allows you to use basically all popular apps for measurement.

## Multiple Use Cases

Experience a new freedom of definition – run all use cases that an app supports, fully automated, 24/7 if necessary, with a rich set of information for diagnostic and QoS purposes tailored to your needs.

## Integrated

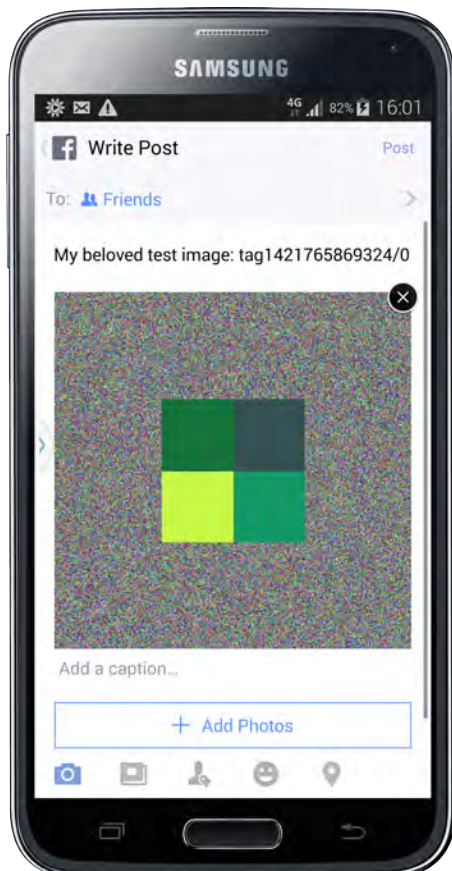
The new Smart App Manager technology is integrated as an option into all of Focus Infocom's smartphone-based measurement systems.

## Co-operative

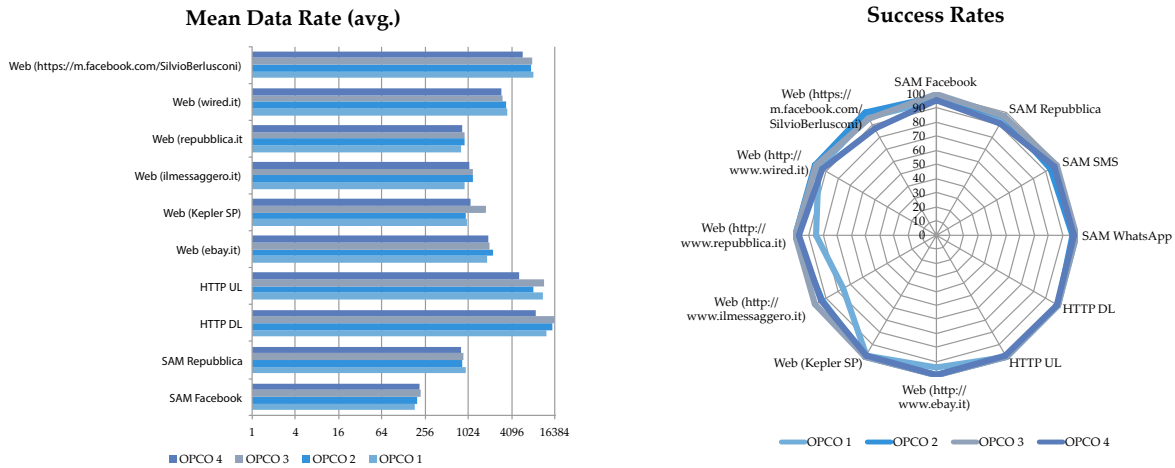
SAM supports single-end services (audio/video players, news or social media apps) but also automated or fully controlled B parties for communication apps (multimedia, messaging or VoIP).

## Full QoS KPI Freedom

The SAM technology, combined with our experience and expertise, helps you to define exactly those QoS KPI from the app's usage which are business critical for your enterprise

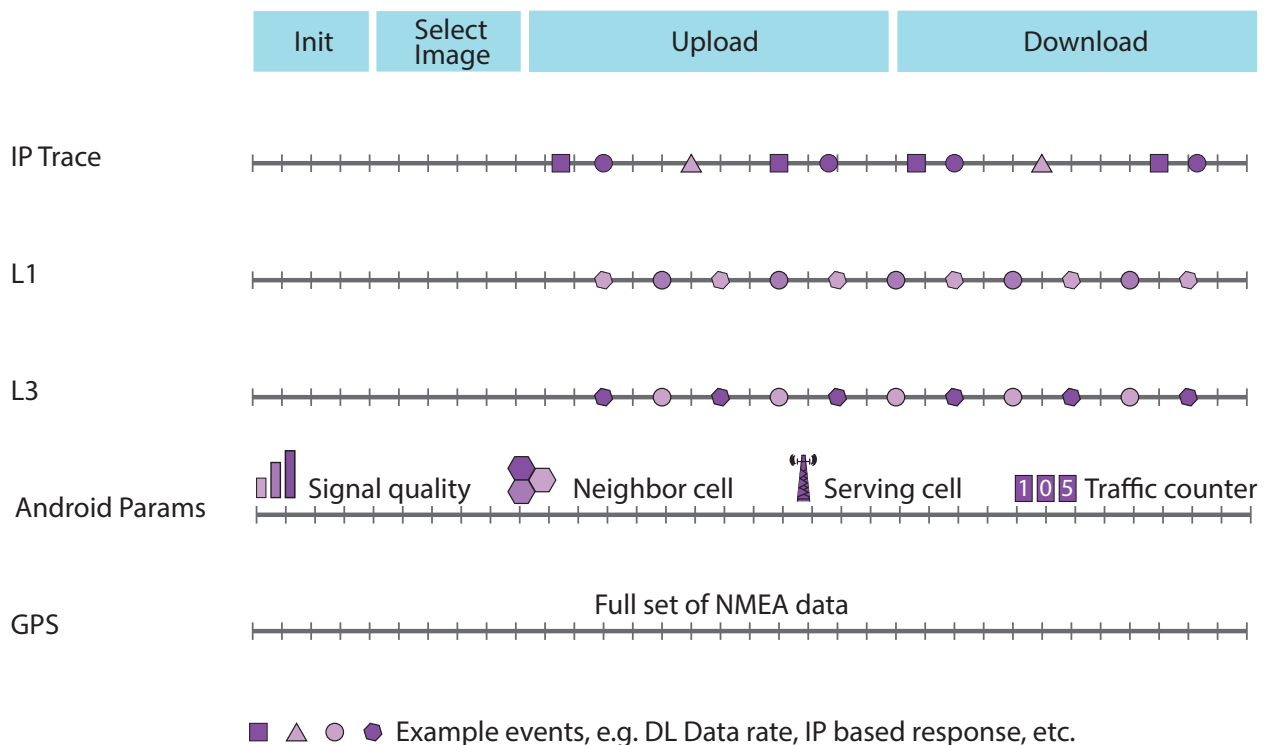


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Example KPI diagram of SAM and conventional service tests from a benchmark test performed in Rome, Italy. On the left: Mean Data Rate. On the right: Success Rates-

The diagram below shows a possible use case scenario for the Facebook app: Selecting an image, uploading it and subsequently downloading it again. Different use case scenarios can be defined depending on app and app functionality.



# Smart App Manager

## The Next Generation of Measurement Systems

