Telephia

Performance Measurement for the Mobile Industry

Telephia, the leading provider of performance measurement information to the mobile industry, relies on the Multi-Tech MultiModem CDMA wireless modem to collect network and application performance data. Telephia has provided syndicated information to the leaders of the mobile communications industry since 1999. Telephia's mission is to help their customers turn data into superior business results by providing high-quality measurement products and integrated analysis.

Telephia's Data Network and Application (DNA) platform provides carriers with service quality information that helps them understand how their data products and services are performing relative to other carriers' solutions. Telephia has developed and patented a test platform to collect this information, which uses proprietary software and commercially available devices to mirror the customer experience. Telephia uses the Multi-Tech MultiModem CDMA wireless modem to initiate and terminate the wireless data transactions from stationary locations. They estimate over 3 million WAP sessions tested per year.

"Because this testing is performed 24 X 7, devices that are both highly reliable and similar in throughput performance to consumer-grade devices are ideal," explains Rachel Obstler, Director of Product Management at Telephia. "Multi-Tech's CDMA modems have met both conditions and are currently integrated into our test platform."

Once the data is collected, Telephia partners with their clients to analyze, interpret, and apply the measurement information to their businesses. The Telephia team is the company's greatest asset and is drawn from a diverse set of backgrounds, including wireless technology, software development, statistics, data processing, market research and management consulting.

When asked why Telephia choose the MultiModem CDMA modem, not only was reliability and availability of the product a factor, but so was flexibility. "We were impressed with Multi-Tech's willingness to work with our company to customize the product to what we needed," said Obstler. "We needed special modem cabling lengths, and Multi-Tech delivered the solution."

MultiModem CDMA

- *CDMA2000 1xRTT*
- *Dual-band 800/1900 MHz CDMA*
- *Packet-switched data rates up to 153.6K bps*
- *RS-232, USB, Bluetooth and Ethernet interfaces*
- *Desktop or panel mounting*
- *Carrier approved*

Founded in 1999, ***Telephia*** *provides syndicated performance measurement information to the leaders of the mobile industry. Telephia serves more than 50 mobile industry clients, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators. Telephia helps clients use information to drive superior business results by providing high-quality measurement products and integrated analysis.*

TELEPHIA

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