

QoE in times of Pokémon Go: How to counter ad hoc network congestion with analytics from Rohde & Schwarz and Astellia

Leipzig, Germany; Rennes, France, September 9th, 2016 – **New analytics based on the solutions developed by Rohde & Schwarz Cybersecurity ipoque and Astellia give insight into real-time handling of the effects of record-breaking applications such as Pokémon Go on mobile networks, and provide solutions on how to prevent network congestion and improve the Quality of Experience for gamers.**

Pokémon Go is an augmented reality mobile gaming application which has registered over 100 million downloads within its first 3 weeks. Gameplay is location-based and requires the user to walk around a city with an active data plan and a GPS connection in order to catch Pokémon. The connectivity required for gameplay generates unforecasted additional network traffic which, if not properly managed, can affect the quality of experience (QoE) for the end-user while giving a negative impression of the mobile network carrier used.

“To ensure the Quality of Experience for millions of Pokémon Go users, mobile operators are looking for precise network analytics. Following the immense popularity of this mobile gaming application, we received a huge demand from our customers worldwide to help them identify and monitor the traffic generated by it,” said Frederic Vergine, Executive Vice President Products & Co-founder at Astellia. He continued: “Our customers rely on us to accurately classify their data traffic in order to understand application usage and its impact on the network. This input is important for planning capacity and evaluating application promotions.”

Astellia, leading provider of network and subscriber intelligence, enables mobile operators to drive service quality, maximize operational efficiency, reduce churn and develop revenues. Its vendor-independent real-time monitoring and troubleshooting Nova solution is powered by R&S®PACE 2, the embedded protocol and application classification engine developed

by Rohde & Schwarz Cybersecurity ipoque, which classifies thousands of protocols in real-time, including the record-breaking Pokémon Go.

“We are very pleased we could help Astellia fulfill their customers' expectations by adding classification of Pokémon Go to our application portfolio within a very short time frame. This proves the value of outsourcing DPI, since building and maintaining such high grade DPI software is a significant investment,” said Dirk Czepluch, Managing Director at R&S Cybersecurity ipoque GmbH. He continued: “Licensing DPI from Rohde & Schwarz Cybersecurity is simple and cost-effective. The integration only takes a few weeks and the licensing fees include signature plug-ins and maintenance.”

Further reading on the traffic management solution and the technology that powers it can be found [here](#) and [here](#).

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About Rohde & Schwarz Cybersecurity ipoque

Rohde & Schwarz Cybersecurity ipoque is a leading vendor of Deep Packet Inspection (DPI) software and solutions. Our application classification engine R&S@PACE2 enables network infrastructure and security vendors to offer a variety of use cases such as: malware protection, policy enforcement, secure protocol communication, WAN optimization, traffic management, and subscriber analytics. The network traffic and subscriber analytics solution from Rohde & Schwarz, consisting of the R&S@Net Sensor and the R&S@Net Reporter, enables operators to understand traffic patterns, monetize new data services and improve the quality of experience for their subscribers. Over 200 customers in more than 60 countries across the globe rely on DPI technology from Rohde & Schwarz Cybersecurity to maximize customer satisfaction, minimize time to market, and reduce R&D investment. Rohde & Schwarz Cybersecurity also offers innovative and reliable endpoint, network and communication security solutions, and is part of the Rohde & Schwarz group with about 9,900 employees that generated a net revenue of EUR 1.83 billion in the fiscal year 2014/2015.



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About Astellia

Astellia is a leading provider of network and subscriber intelligence enabling mobile operators to drive service quality, maximize operational efficiency, reduce churn and develop revenues.

Its vendor-independent real-time monitoring and troubleshooting solution optimizes networks end-to-end, from radio to core. Astellia's unique blend of products and services provides automated optimization, actionable geolocated insights and big-data analytics to Network Operations, Service Operation Center, Customer Care and Marketing teams.

Astellia has close partnerships with more than 120 telecom operators.

Headquartered in France, Astellia is based in Canada, India, Lebanon, Mexico, Morocco, Russia, South Africa, Spain and the USA.

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