GO WITH THE FLOW

Vivo, Brazil
Success story
CHALLENGE

› Improve user perception
› Optimize network resources and efficiency
› Enhance network quality

“If we are to improve user perception, optimize network resources, and enhance network quality, we must trust Ericsson’s knowledge of network optimization, their international expertise, and the ability they have to collect best practices from all over the world.”

José Pedro Nascimento, Networks VP, Vivo
SOLUTION

› Ericsson’s WCDMA Flow of Users solution

We decided to apply WCDMA Flow of Users solution due to a large number of users. The network needed to be modernized and we needed to address bottlenecks in the network.”

Patricia Resende,
Network Quality Manager,
Vivo
RESULT

› 3 times higher uplink throughput
› 2 times higher downlink throughput
› 30 percent reduction in dropped call rate
› Better user experience

“This experience with Ericsson was great. It was possible to discuss and identify the best configuration of access network in order to improve the user experience.”

Aluízio Rangel Baêta Neves,
Radio Frequency Engineering Manager,
Vivo
Improved network performance – enhanced user experience

CONTROL ARRIVAL RATE

ACCELERATE DEPARTURE RATE