



ERICSSON

SUCCESS STORY
MAGYAR TELEKOM,
HUNGARY



WINNING THE TOP SPOT

Magyar Telekom awarded 'Best in Test'
following network enhancements

A COMPETITIVE MARKET

CUSTOMER PROFILE

Established in 1991, Magyar Telekom is a leading information and communications provider in Hungary. The company connects more than 2.2 million homes to high speed internet, over 1.7 million subscribers to the wireless network and over 5 million subscribers to the mobile network. Magyar Telekom also provides TV to over one million customers in Hungary. Part of the Deutsche Telekom Group, Magyar Telekom offers a wide range of high quality and reliable services for small to medium businesses and corporate customers, as well as fixed line and mobile for residential customers.

www.telekom.hu

Hungary is a relatively small nation with fierce market competition in the telecommunications sector. Magyar Telekom competes with rival companies to provide similar packages and services to an increasingly demanding audience. Additionally, public media within the country is sensitive to technology updates and issues; new services and network outages make headlines and, consequently, have a dramatic impact on brand perception and the reputation of a provider. As a result, winning customers is a constant and challenging battle.

Setting the benchmark

Deutsche Telekom Group decided to initiate a benchmarking project with its affiliates across Europe, working with the mobile testing company, P3 Communications. P3 specialize in independent analysis and testing of network quality and service offerings within the telecommunication industry, as well as other sectors. The benchmarking project measured network performance between brands in the same countries and among Deutsche Telekom's affiliates, and rated them accordingly. Gaining recognition

as the leader or winner of the P3 'Best in Test' network would dramatically impact Magyar Telekom's brand perception amongst stiff competition. Walter Goldenits, CTO of Magyar Telekom explains the company's ambition in more detail: "Our job is to make our customers happy – as the biggest network in Hungary this is a challenge, so we need reliable partners in order to be successful."

As part of Ericsson's Best Performing Network initiative, Magyar Telekom chose to partner with Ericsson to help improve its network quality and, ultimately, win the P3 challenge.

As a long-term trusted partner of Magyar Telekom, Ericsson understood the operator's strategic goals, and utilized its experience and engineering services over five weeks to improve mobile network performance.

"Our long-standing partnership with Magyar Telekom is important, not only for Ericsson but also in terms of realizing the Networked Society", explained Valter D'Avino, Head of Region Western and Central Europe at Ericsson.

Ericsson began implementing several service modules, which targeted different aspects of the network; including performance benchmarking, auditing and tuning. The company also offered its pre-benchmarking service, which featured in-depth network analysis, tuning and testing. As a result, Ericsson implemented Hungary's first carrier aggregation solution in Magyar Telekom's network, which combines several bands for a higher mobile broadband download speed. With the new LTE Carrier Aggregation, Magyar

Telekom was able to improve the mobile network and ultimately, the user experience.

Dr Janos Tremmel, Director of Plan and Build at Magyar Telekom provides an insight into the process: "There were three rounds of implementation and analysis, customer interviews, discussions, and end-to-end results. The Ericsson experts really understood our targets and goals, and were flexible enough to accommodate them".

The analysis highlighted several areas for improvement within the network that were quickly implemented prior to the P3 Connect Best Test. One such area was the uplink throughput of the network, which was low on average, compared to other operators measured within Ericsson's Best Performing Network initiatives. The large number of LTE sites with high uplink coverage noise also proved a second area for improvement.

Best in test

Overall, around 25 parameters were changed within the 3G network and 16 within the LTE network, based on the audits undertaken (in 3G, LTE and E2E).

"We achieved more than 40 percent file speed increase, download and upload, and also the retainability and accessibility improved a lot", Janos Tremmel explains.

As result of the network enhancements, Magyar Telekom won the 'Best in Test' award and now has the fastest network in Hungary. Such a clear accolade is recognized by customers and offers a strong platform from which to springboard future advertising.



We are really happy that we are the first operator in Hungary to demonstrate LTE-Advanced technology together with our technology partner Ericsson.”

Walter Goldenits, CTO of Magyar Telekom





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Valter D’Avino,
Head of Region Western and
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Walter Goldenits reiterates how the partnership and project will have a positive impact on its subscribers: “Our customers benefit a lot from the cooperation between Magyar Telekom and Ericsson; when you buy a 4G mobile, you can be pretty sure you have the fastest network and you can rely on Magyar Telekom to have the best connectivity in the mobile area in Hungary. That’s really paying into our brand perception on the market.”

Thanks to Ericsson’s LTE Advanced technology, Magyar Telekom has increased its network capacity, enabling more people to enjoy the benefits of a faster connection and bringing the Networked Society even closer.

Walter Goldenits continues: “We are really happy that we are the first operator in Hungary to demonstrate LTE-Advanced technology together with our technology partner Ericsson.”

OVERVIEW

CUSTOMER

Magyar Telekom, Hungary

CHALLENGE

- > Finding a point of difference in the competitive marketplace
- > Accommodating an increased demand for data-heavy activities
- > Performing well on the P3 Communications audit

SOLUTION

- > Analysis, interviews, ongoing discussions and end-to-end results
- > 25 parameters changed and 1 feature activated in 3G
- > 16 parameters changed and 4 features activated in LTE
- > RF stress test on 194 LTE cells

RESULT

- > 40 percent file speed increase, download and upload
- > Overall retainability and accessibility improvements
- > Won ‘Best in Test’ P3 award

THE IMPORTANCE OF PERFORMANCE

In today’s increasingly data-driven mobile market, ensuring consistently strong network performance is essential in the bid to win customers and continually meet their expectations. This is emphasized by the stiff competition in the Hungarian marketplace from numerous operators, as well as evolving user habits.

Gabriella Somos has been a customer of Magyar Telekom’s services for over 15 years, and exemplifies subscribers’ evolving usage behavior: “I’m constantly on my phone browsing the internet, as well as on apps, different messenger applications and using a lot of games – and also emailing clients.”

Optimizing network performance is essential from the user’s

perspective, as better coverage ranks highly in their perception of a positive or negative mobile experience. “Magyar Telekom is better than its competitors in terms of network coverage” says Gabriella Somos. “I experience really fast internet wherever I go; for example, if I travel to smaller villages or anywhere in the country, I always experience really good coverage. That’s not the case with some of my friends who use different service providers”.

The tangible contrast between content loading on a device with one provider and not with others makes it possible for users to directly compare operators and judge their network performance accordingly – something that has a huge impact on a brand’s reputation.