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The Mobile & Internet Performance Authority<sup>™</sup>

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## **Lycamobile selects Keynote SIGOS to ensure quality of service and customer satisfaction**

*SITE's dedicated active End-to-End testing enables Lycamobile to take control of the quality it delivers to its customers*

Keynote SIGOS, the specialist in test and measurement products and professional services for mobile communications, today announces its strategic partnership with Lycamobile, the largest global mobile virtual network operator (MVNO) for low cost international mobile calls. This strategic move will enable Lycamobile to stand out from its competitors by taking direct control of the quality of service it provides to its customers.

Lycamobile offers consumers pre-paid SIM cards to make high quality, value for money international phone calls from their mobiles. Lycamobile has selected Keynote SIGOS SITE test system, an easily integrated hardware and software solution, to enable Lycamobile to monitor the quality of service from its customers' perspective. SITE supports Lycamobile with the implementation of new services as well as the maintenance of existing ones at a peak quality level.

The test system will initially be implemented in ten countries for intra-country testing (UK, Holland, Sweden, Denmark, Spain, France, Germany, Belgium, Australia and India) however, there are plans to roll-out more test locations in the near future as Lycamobile's business continues to grow.

SITE combines multiple technologies, such as SIM Card multiplexing, GSM over the air testing and core network interfaces, into the most powerful network-wide quality assurance system available on the market. Lycamobile is also using Keynote SIGOS GlobalRoamer, to ensure that all of Lycamobile's services are available to its roaming customers worldwide. GlobalRoamer grants Lycamobile access to test and monitor performance in 225 locations in over 170 countries, with access to more than 550 networks worldwide.

"Our commitment to our customers is to deliver high quality affordable national and international calls and SMS," commented Milind Kangel, CEO of Lycamobile. "By working with Keynote SIGOS, we're able to increase our focus on customer satisfaction, by measuring the availability

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and performance of our network services from a customers' stand point. This allows us to take control of quality performance, ensuring that to our customers receive the best possible service.”

“Active End-to-End testing is essential in order to properly ensure quality of service is achieved,” said Adil Kaya, Managing Director at Keynote SIGOS. “We’re delighted to be working with Lycamobile to help guarantee an optimal quality of service for its customers, regardless of where they are on the globe, and where they’re calling. By enabling Lycamobile to monitor the performance of its services from a customer’s perspective, Lycamobile can gain true insight into what its customers are experiencing, helping to ensure the highest quality of service, and therefore helping to increase customer satisfaction and retention, and therefore revenue.”

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**About Keynote SIGOS**

Founded in 1989, Keynote SIGOS is the specialist in active testing of telecommunication networks, services and components. Offering the most comprehensive range of scalable end-to-end testing tools, Keynote SIGOS enables network operators, content providers, carriers and regulators to fully understand Quality of Service and Quality of Experience from an end-user perspective. Keynote SIGOS solutions are deployed by more than 240 mobile network operators and other players in the telecommunications industry across all continents. GlobalRoamer, the largest world-wide test system hosted by Keynote SIGOS, provides access to more than 580 telecommunication networks around the globe. Keynote SIGOS is a wholly owned subsidiary of Keynote Systems, the global leader in Internet and mobile cloud monitoring & testing.

**About Lycamobile**

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile is available through an extensive network of more than 500,000 retail outlets. The brand was initially introduced in 2006 and is already Europe’s largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.

Website - [www.lycamobile.co.uk](http://www.lycamobile.co.uk)

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