



Product news

Reference: CC0001

Date: September 25, 2009

Celcite launches centralized wireless network management and optimization center with its flagship COPS platform

Centralized Optimization and Network Management Center adds remote wireless network management capabilities to Celcite portfolio utilizing COPS automatic optimization solution

Herndon, VA, USA: September 25, 2009 — Celcite Management Solutions (www.celcite.com), a leading provider of automatic optimization tools for wireless networks, today announced the launch of Centralized Optimization and Network Management Center, a remote management center based on COPS – Celcite’s flagship multi-suite, vendor agnostic, automatic optimization solution.

This latest version of COPS has been substantially enhanced with the addition of mobile-based event recordings and geo-coding capabilities. The optimization tool features Automatic Intelligent Correlation (AIC™), and has extensive data processing capabilities that enable over 8 million automatic daily checks and triggers for a typical mobile network with 10,000 sites.

The Centralized Management Center allows the user to manage, monitor and mitigate all network-related issues from a single window, with just a few clicks. Its ground-breaking capabilities include compliance, audits, neighbor optimization, configuration changes, fault analysis and root cause analysis of network issues. The unified platform also provides suggestions for executable solutions, performance management view, customer trouble ticket resolution and parameter changes.

“COPS is already helping 3G and GSM operators worldwide manage over 125,000 multi-vendor, multi-technology sectors with substantial improvements in efficiency (more than 60%) resulting in reduced OPEX spending as well as producing better KPIs, and establishing consistency between different engineers and markets,” commented Ajay Khanna, Vice President – Engineering of Celcite. “Now the addition of the remote management center allows network managers to monitor data collected remotely from different markets, regions and countries at a central location, and to perform the necessary actions to maintain and optimize network performance.”

COPS (Customized Optimization and Self Performing Solutions) is a multi-vendor, multi-technology solution, capable of managing a diverse set of data sources through a single unified platform. It uses Automatic Intelligence Correlation (AIC™) in the form of embedded engineering expertise to provide automatic root cause analysis and executable solutions. COPS has been developed to bring about a paradigm shift from 'person centric' to 'automation centric' network optimization and management techniques.

Editorial contact details:

Ajay Khanna, Vice President – Engineering, Celcite Management Solutions
13800 Coppermine Road, Herndon, VA20171, USA

Tel: +1 (703) 234-1813
Web: www.celcite.com

Email: ajay.khanna@celcite.com

PR contact:

Helen Duncan, MWE Media

Tel: +44 (0)7765 250610

Email: helen.duncan@mwemedia.com

About Celcite Management Solutions

Celcite Management Solutions was founded in 2003, and has grown rapidly by providing wireless consulting services and customized network performance tools to wireless operators. Our expert consultancy, turnkey engineering services and engineering expertise for customized wireless tools, in combination with our proprietary optimization tools, uniquely allow us to leverage the depth (technology) and breadth (presence) to deliver optimal solutions, offering the right skill set at competitive pricing.

For further details please see www.celcite.com.

A press photo to accompany this release can be downloaded from
http://www.mwemedia.co.uk/PublicFTP/PressPhotos/CC0001_COPS.jpg