

# PRIMEA

Smarter RAN Decisions  
Better Customer Experience





# The RAN Investment Challenge



- Customer experience pressure:
  - Increased expectations for 4G and 5G quality
  - Demand for consistent experience
- RAN complexity:
  - More variables impacting performance
  - Difficult to compare and prioritize
- Investment uncertainty:
  - Hard to quantify RAN investment impact
  - Poor visibility into cost-performance trade-off



# PRIMEA Benefits in Nutshell



- **RAN Diagnostics:**
  - Identify performance bottlenecks
  - Prioritize actions with highest impact
  - 5-20% improvement in network performance
- **RAN Investment Optimization:**
  - Simulate and compare investment scenarios
  - Right-size RAN investments for efficiency
  - 10-30% reduction in RAN CAPEX



# How is it done?



- Based on real RAN data and proven methodologies.
- Supports major RAN vendors and their KPIs
- Designed for 4G and 5G networks



# Trusted by Large and Demanding Clients



# Thank you.



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