



# mobileum

Action driven by intelligence

## SUCCESS STORY

# Delivering Seamless Connectivity at the COP 29 Global Summit

Helping Azercell Ensure a Flawless Roaming Experience



## The Challenge

### CONSISTENT AND ROBUST ROAMING FOR VIP VISITORS AT A RENOWNED GLOBAL EVENT

During the 2024 United Nations Climate Change Conference (COP 29) in Baku, Azerbaijan was expected to welcome over 50,000 additional visitors, including high-profile international delegates. As the government-owned telecom provider, Azercell faced the critical responsibility of delivering a seamless roaming experience for these guests. The stakes were high—any service disruptions could lead to negative media attention or dissatisfaction among VIP attendees. However, Azercell's lean network operations team lacked the capacity to independently plan, execute, and manage the comprehensive testing and real-time monitoring required for an event of this magnitude.

## The Solution

### COMPREHENSIVE TESTING AND REAL-TIME TROUBLESHOOTING TO SAFEGUARD EXCELLENT CUSTOMER EXPERIENCE

Mobileum delivered comprehensive Managed Services support by leveraging its SITE ecosystem and GlobalRoamer® technology. Over a period of 2.5 months, Mobileum conducted a structured three-phase testing campaign involving more than 250 roaming partner SIMs. The initial 14-day phase produced a detailed 237-page report, highlighting critical performance issues across Voice, SMS, and Data services. Azercell worked closely with its partners to resolve these issues ahead of the second phase, which focused on re-evaluating the previously identified problem areas. The final phase consisted of continuous, 24/7 monitoring and real-time troubleshooting during the 14 days leading up to COP 29, ensuring that any emerging issues were swiftly detected and addressed.

# The Results

## FLAWLESS PERFORMANCE AND STRENGTHENED REPUTATION

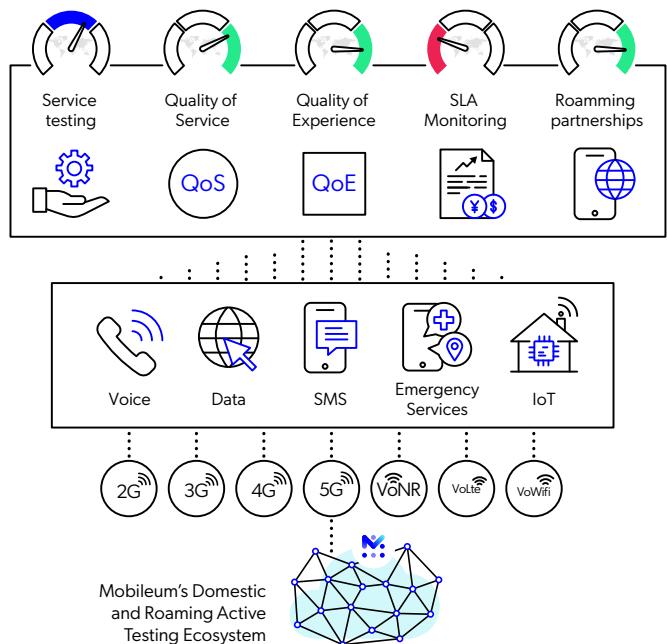
Mobileum's solution empowered Azercell to deliver a flawless roaming experience during COP 29. By managing testing and monitoring, Mobileum allowed Azercell's network team to focus on resolving specific issues. The successful execution of the campaign reinforced Azercell's reputation and avoided any escalations or negative press. Additionally, the collaboration showcased the power of Mobileum's testing and monitoring solutions, setting the stage for future partnerships, including outbound roaming campaigns planned for 2025. This initiative not only highlighted Mobileum's innovative capabilities but also strengthened its market position as a leader in telecom managed services.

## Network Excellence and Superior Customer Experience Through Active Testing with SITE & Globalroamer®

Mobileum's Active Testing ecosystem assures end-to-end availability and quality across all products and services proactively and fully automated. **SITE** supports all technologies from 2G, 3G, and LTE to IoT, and 5G, and offers comprehensive E2E service assurance via radio access or core network, and with smartphone-based testing. Our use cases cover voice, data, messaging, video, OTT services, app performance, IMS Services, IoT, emergency services and eCall, and eSIM & RSP. SITE can be deployed both on-premises and in the cloud.

Mobileum's **GlobalRoamer®** is the world's largest E2E active testing footprint for roaming, covering more than 98 percent of the globe and endorsing 2G, 3G, LTE, CSFB, VoLTE, 5G, IoT, and Emergency Services. It generates real mobile international traffic anywhere, anytime, by virtualizing any SIM to any location in the world, using our SIM card pool with over 500+ operators.

Our tool covers a vast number of test cases and uses real-time reporting and alarming that help operators and service providers assess and enhance the user experience and network efficiency by detecting service degradation, bottlenecks, failures, and outages, before impacting customers.





## Mobileum Managed Services:

### **COMPREHENSIVE TESTING AND ASSURANCE**

Mobileum's Managed Services combine cutting-edge technology with expert-driven solutions to help telecom operators optimize operations through tailored service-level agreements.

Mobileum consultants provide the flexibility for telecom providers to outsource critical business functions while ensuring consistent, measurable outcomes.

As part of its Testing and Service Assurance portfolio, Mobileum leverages its SITE and GlobalRoamer® ecosystem—the world's largest end-to-end active testing solution—to deliver unmatched network and roaming management. Mobileum ensures superior network performance and an enhanced customer experience, empowering operators to meet the demands of today's interconnected world.

## Why Mobileum?

Mobileum is a leading provider of Telecom analytics solutions for roaming, core network, security, risk management, domestic and international connectivity testing, and customer intelligence. More than 1,000 customers rely on its Active Intelligence platform, which provides advanced analytics solutions, allowing customers to connect deep network and operational intelligence with real-time actions that increase revenue, improve customer experience and reduce costs. Headquartered in Silicon Valley, Mobileum has global offices in Australia, Germany, Greece, India, Portugal, Singapore, UK and United Arab Emirates.

More in [www.mobileum.com](http://www.mobileum.com)

**Meet us**

