Case Study: Measuring Mobile Network Performance

How US State and Local Government Organisations are Measuring Mobile Network Performance - Lessons for Australia

Thursday, 5th December 2013

Non-members: $15.00; Financial members: No charge.

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This event is fully booked or has passed.

Shara Evans CEO of Market Clarity will presenting "Case Study: How US State and Local Government Organisations are Measuring Mobile Network Performance - Lessons for Australia".

In her talk, Shara will discuss:

- The US government mobile broadband mapping initiative
- Comparing Mobile Broadband Performance Mapping Initiatives: Utah, California, Delaware and Colorado
- Combing the thoroughness of drive testing with the power of crowd sourcing
- Verifying Carrier Performance Claims
- The Australian Context

This presentation is co-hosted by TelSoc and Engineering Australia NSW branches.

Date and Time

Thu, 5 Dec 2013

17:30 - 19:30 AEDT

Location

Engineering Australia Auditorium
Lvl 3, 8 Thomas St
Chatswood NSW 2067
Australia

Presenter(s)

Shara Evans

SHARA EVANS
Market Clarity CEO

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Shara Evans is a well-known technologist, futurist and opinion leader in the Australian telecommunications market, as well as the Founder and CEO of Market Clarity <www.marketclarity.com.au> [4], an award-winning telecommunications analyst firm. Under Shara?s leadership Market Clarity developed extensive databases, forecast models and geospatial tools for tracking and analysing the deployment Australian telecommunications infrastructure and services, allowing for the presentation of highly complex information in an intuitive geographic (map) format. In recent research she has compared the prices and plan features of consumer fixed and mobile broadband services in Australia and New Zealand, analysed consumer broadband download behaviour, analysed NBN wholesale pricing, and compared ISP cost structures. Her most recent research area involves mobile broadband network performance measurement and analytics.

Shara?s involvement in the telecoms industry began in the early ?80s when she was a software engineer responsible for designing telecommunications protocols and networks. Her technical and business career has included a variety of executive positions with companies such as Alcatel, Sprint, Telenet, GTE and SmithKline prior to founding her first telecommunications analyst firm, Telsyte, in 1997 (subsequently sold to UXC).

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