



NetTester:Interactive

When Performance Counts

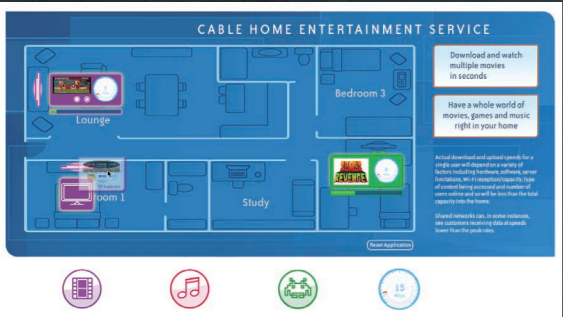
We recognise the need to seamlessly and effectively demonstrate new technologies to stakeholders in high-profile and high-risk situations. So we provide it.

NetTester:Interactive provides our customers with the ability to seamlessly demonstrate technology in high-profile and high-risk situations such as media events, product launches, AGM's, sales presentations and investor briefings.

NetTester:Interactive is a bespoke service that removes the risk of failure in complex technology demonstrations. It provides the confidence and credibility that is associated with being able to conduct real time demonstrations to prove technologies and performance.



Interactive Connected Home Visualisation/ Demonstration Case Study



The Brief

Our client wanted to showcase the benefits of a market leading high-speed home broadband product to the media at the product launch.

The goal of the demonstration was to show how multiple household members could each use high bandwidth applications on the same broadband connection at the same time.

The Solution

We identified that the existing demonstration solutions were too generic and did not specifically target the benefits of a high-speed broadband connection.

We developed a demonstration that centered around a house map with the ability to drag different applications and content into different rooms, and would enable for several applications, (i.e. movie, music, game or file) to be downloaded in real time.

Showing that the files were actually downloaded added a level of credibility to the demonstration that reinforced the capability of the product.

To add impact to the demonstration, the downloaded movies and music were played in each room on completion – this was controlled by the presenter in real time by hovering the mouse over the selected room. The content could be shown within each room or shown full screen to demonstrate the quality of the footage.

The Outcome

By providing a dynamic demonstration of the technology, the Connected Home interactive solution was successfully used to demonstrate the benefits of high-speed broadband to the media.

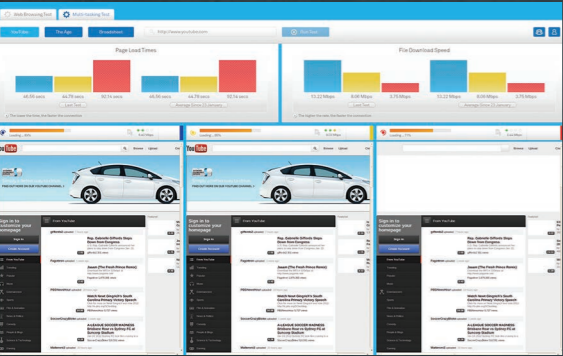
The approach clearly demonstrated how the high bandwidth of the Connected Home solution was of benefit. It did this by highlighting the bandwidth required in each room of the

house as the content was downloaded, as well as an overall household bandwidth requirement.

The demonstration allowed people to understand the need for a single high-speed broadband service to the home that could then be shared among the users.

Due to the success of the media launch, a retail version of the demonstration was rolled out to flagship retail stores allowing new customers to see first hand the benefits of high-speed home broadband. As a result, hundreds of store visitors were able to interact with the Connected Home solution and learn about the benefits of the new broadband product and the level of improvement they would experience.

Network Performance Comparison Case Study



The Brief

Our client wanted to show business customers how the performance of its mobile data network eclipsed that of the competitors networks.

The Solution

We developed a solution that centred on a direct real time, comparison of operators presented in a mobile demonstration booth.

The demonstration performed a number of common tasks in parallel on multiple networks simultaneously to demonstrate network superiority.

In this way our client was able to show the data performance of three networks concurrently, using three separate wireless broadband modems on a single PC.

The demonstration was able to show, in real time, the throughput achieved while downloading a file as well as the time taken to download web pages.

The demonstration displayed charts to emphasise the difference in performance between the networks. This live data was backed up by charts that collated and presented daily stats to show that over the course of the day, their network continued to outperform the competition.

The software we developed to produce the demonstration involved building a custom web browser that could support loading and displaying multiple websites over different networks simultaneously. The solution also included a statistics engine and a centralised results reporting capability.

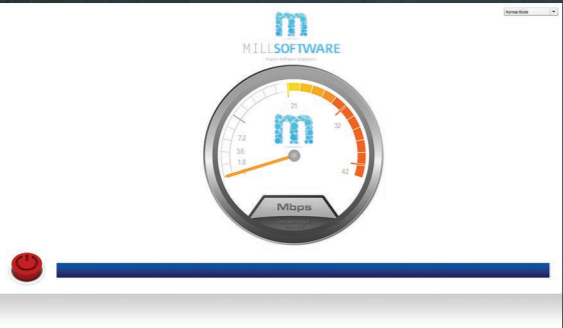
The Outcome

The speed comparison solution was deployed into business focused stores and then later to high profile locations such as airports and shopping centres.

The demonstration was able to successfully attract the attention of pedestrian traffic in the deployed locations and often drew a crowd. Customers found the demonstration visually engaging.

Due to the success of the solution, five demonstration booths were commissioned and deployed into the field.

Network Speed Demonstrations/ Visualisations Case Study



The Brief

Our client wanted to showcase the benefits of a world leading high-speed mobile broadband product to the media at a product launch.

At the time, standard methods for downloading content did not push wireless networks to their full capability and the operator was unable to show the media the peak network performance of the new network and devices coming to market.

The Solution

We developed an approach that demonstrated the improved customer experience by directly and dynamically comparing the existing and new technology.

The demonstration showed a movie downloading simultaneously on two different systems (the existing and new technologies), that made for a compelling and obvious comparison in relative download time.

We implemented sophisticated content download techniques to allow the transfer of files at the peak wireless network throughput. A custom designed, large format dial was presented to indicate download speed along with a progress bar to add to the impact of the 'new technology vs old'. At the culmination of the download, the movie content, which was in fact a promotional video for the new network, was played.

The Outcome

The solution was able to successfully demonstrate to the media the capability of the technology and the forward leap it represented. The demonstration facilitated a successful launch which received significant positive press.

In addition, as the demonstration was so successful, our client has continued to use the same demonstration platform for future technology demonstrations.



Proof of Performance

High-profile and high-risk product demonstrations require specialised experience to ensure they are successful. We understand that these are “no-excuses, no-second-chances” environments, and therefore provide the skills and experience to deliver a successful outcome, everytime.

Complex demonstrations also require a specialised design approach so that they meet both the goals

of the organisation, and clearly communicate the benefits of the technology to the target audience.

NetTester:Interactive allows the audience to fully engage in the technology on offer. It provides more credible evidence and proof of capabilities than a simulation or static presentation. Audiences have the ability to see the technology in action creating a dynamic and memorable experience.

NetTester:Interactive Delivers

Engage Audiences

High performing presentations in real time allow the audience to both fully engage and interact with the technology on offer, therefore creating a dynamic and memorable experience.

Provides Credibility

Removes the doubt often associated with anecdotal or data evidence based presentations and simulations. Provides stakeholders with data of real time performance that can be used to make informed decisions.

Reduces Risk

An experienced development team and seamless implementation removes the risks of failure. Outsourcing technical presentations to professionals who understand the importance of performance removes the risks associated with execution errors.

Stakeholder Buy In

Dynamic, real time presentations help facilitate the impact, education and implementation of new products and services into organisations and the marketplace.

Mill Software. The company behind the innovation.

As expert software engineers, with significant experience in telecommunications, we've been developing products and solutions for our customers for over 15 years. Our customer focussed approach ensures we find the best-path-to-market, delivering commercially viable, and effective solutions.



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