

# Bridging QoE and QoS for Mobile Broadband Networks

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23. May 2011

## **Abstract**

As the telecommunication networks and services are migrating to All-IP, data traffic explosion and managing customers experience are a part of the main industry themes. Improving the quality of the offered services as perceived by the end users becomes extremely important for service providers to minimize customers churn and maintain their competitive edge. The speech presents a summary of the main industry trends, challenges and concepts for Customer Service Assurance (CEM). As a part of this framework, a novel approach to Quality of Experience (QoE) modeling is introduced. Besides this, an example of traffic segmentation by user and services is presented and how the proposed QoE criteria may be used to investigate the benefit of Quality of Service (QoS), at a given QoE, is also showed. Conclusions are drawn on how QoE and QoS could be bridged.