

How SEGRON's Testing Automation Solution is Redefining Quality of Experience



Rita D'Agostino, Chief Marketing Officer of SEGRON linked up with our Founder, Akim Benamara at MWC Barcelona. She revealed her company's bid to take the world by storm by consolidating the quality of their USP.



Hi Rita, Thank you for joining our MWC Special! What are you showcasing in Barcelona this year?

First of all, this is the first time we are participating in the MWC Barcelona. And we are really excited to be here.

We have live demo as well as our device unit for our product *Global Service Enabler* on display. We are showcasing our testing automation capabilities and our teammates are describing and demonstrating what our products can do.

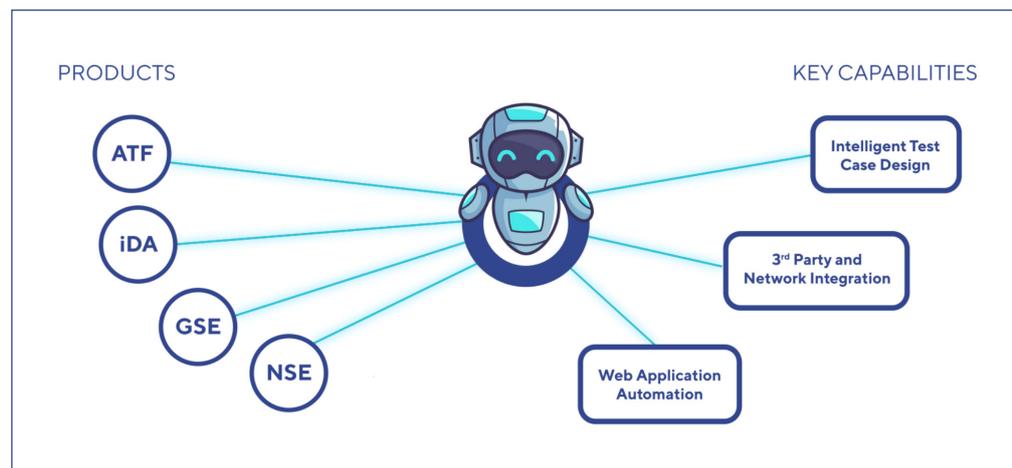
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Rita D'Agostino
 CHIEF MARKETING OFFICER

In a few words, we are showcasing our ability to orchestrate all testing demands through a comprehensive set of innovative solutions.

What do you think the biggest advantage for telcos is? If you look at the market, you'll see that numerous digital services have been deployed, particularly in Africa, which is a mobile-first region.

First and foremost, on the subject of digitization, the world is moving at a fast pace when it comes to accessing digital content and services. People have high expectations. They want their digital channels to run without hiccups. They want the best experience ever. So it's not only a matter of quality of service, but it's also a matter of quality of experience. The testing automation service SEGRON offers enables operators to assess the quality of their network and product offerings, as well as the quality of their customer experience.





Digitalization demands more frequent and more innovative testing strategies. This is partly due to the rising number of devices on the market. The Internet of Things and connected devices are all over the place, which is a good thing. Now 5G has also arrived, and it's adding further complexity to secure service verification and quality of experience verification.

These are the areas that SEGRON can actually add the greatest value. The automation testing we provide is done through real devices. So it's the exact same thing that your customer will actually see on their phone. That is our key USP and what mainly differentiates us from the competition.

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Rita D'Agostino
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With so many variables and complexities, we can see how manual testing is a thing of the past.

It is actually. Automation Testing reduce costs, improve time to market and increase efficiency. Furthermore, at SEGRON we believe that Quality of Experience matters. So, not just service verification but customer experience first.

The African Market is becoming quite vibrant. Every day, thousands, perhaps even millions of mobile devices are getting connected. Will SEGRON explore the opportunity to expand into Africa?

Indeed, SEGRON is undergoing a globalization process. I believe we have all the potential to expand the company's reach outside Europe. So, while Europe has historically been a crucial client base, we have been expanding our services beyond Europe for the past 12 months, including United States, LATAM, APAC. However, we have other areas on our radar as well, including the Middle East and Africa. In Africa, we

will be concentrating our efforts on a particular part of the continent for now. We will be looking to assemble a team that will have our solutions on hand so that they don't have to rely on supplies from Europe.

Have you heard that there will be a Mobile World Congress, Africa in October in Rwanda? What are your thoughts on that? Would you be looking to participate?

SEGRON's sales representatives will be attending as delegates and connecting with key industry players in the region. As exhibitors, I can't confirm that we will be there yet. We are evaluating it and clearly we are quite excited about the possibility of being more visible in Africa. I was recently speaking with one of our sales reps from Kenya, who was sending me a whole calendar of activities. It sounds like Africa is definitely getting to be a fast growing business area moving forward. We will be happy to take part in some of them.

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