

Technology performance testing: Better benchmarking for better insights

We've entered an era of connected and integrated data and information, and we're well beyond the days where "big data" alone is sufficient. In today's evolving technological landscape, when even the smallest performance differences can have large-scale impacts, benchmarking results that put the "right data" at your fingertips are more critical than ever.

Part of the IHS Markit family of companies, RootMetrics is the industry standard for network and technology performance testing. Our real-world measurement and benchmarking insights can help you gain a competitive advantage and make more informed business decisions.

Performance benchmarking results to improve your bottom line: Performance benchmarking results offer a critical understanding of the competitive landscape and give you vital intelligence into your own products. Our best-in-class performance benchmarking results also give you visibility into your competitors' products and performance, allowing you to optimize product launches, discover areas for process improvement, and ultimately improve your bottom line.

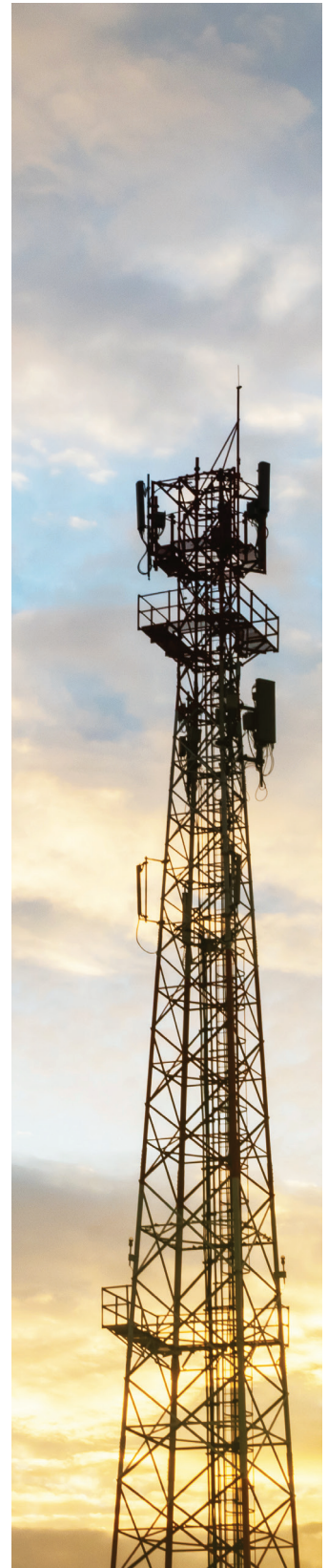
Technology performance testing and measurement done differently, done better

RootMetrics has a simple belief: Real-world testing leads to real-world results. Our testing is conducted at the times and places where end-users most often utilize technology, and all tests are performed using the same devices consumers use. The RootMetrics scientific testing methodology ensures our benchmarking results provide you with accurate, user-focused, and comprehensive insights. Our data science and analytics department provides superior predictive capabilities, simulations, and other analytical tools that empower businesses to make informed, data-driven decisions.

Our testing can benchmark performance across a wide variety of technologies, including but not limited to:

- Mobile operator networks worldwide
- IoT network coverage
- Gaming platforms and services
- LTE and 5G
- VoLTE
- Video performance (YouTube, Hulu, etc.)
- Voice quality
- Spectrum deployment and usage
- Cellular towers and infrastructure

RootScore insights: complex analysis, easy-to-understand results. Performance benchmarking is a complex process, but finding results that are clear and actionable shouldn't be. Our RootScores distill thousands or millions of complex data points into clear and easy-to-understand markers of performance across multiple technologies. The higher the RootScore, the better the performance. It's that simple. All performance results can be viewed, sorted, and analyzed at RootInsights, our comprehensive online results platform.




Performance insights for use across entire organizations

Our results can be used across an organization, from summary information for the leadership team to detailed information for network engineers to promotional opportunities for marketing departments. Our scientific, end-to-end technology testing and benchmarking results provide insights that can help with:

- Network optimization and improvement
- Gaining competitive advantage
- Improving operational efficiencies
- Developing technology forecasts
- Promoting technology performance
- Enhancing competitive intelligence
- Improving marketing and consumer perception
- Increasing shareholder value
- Incentivizing employees and vendors

RootMetrics and IHS Markit Technology: Working together to provide actionable performance insights across multiple industries and research areas

 Automotive Electronics	 Media & Advertising	 Semiconductors
 Manufacturing Technology	 Security Technology	 Healthcare Technology
 Power & Energy Technology	 Enterprise & IT	 Mobile & Telecom
 Displays	 Mobile, Consumer & Connected Devices	 Teardowns & Cost Benchmarking

Get in touch to learn how our approach to benchmarking can help you

From existing technologies that have changed our daily lives to new and evolving product innovations that promise to advance the competitive landscape once again, the RootMetrics technology testing and benchmarking platform provides real-world performance insights that can help your business gain a competitive advantage and improve revenues. Contact us to learn more.