Frost & Sullivan Presents Anritsu with Global Customer Enhancement Award

Anritsu Company announces that Frost & Sullivan has presented Anritsu with a 2011 Global Customer Enhancement Award in Passive Intermodulation (PIM) Testing. The award was presented to Anritsu for its introduction of the innovative MW8219A PIM Master, and how the test solution addresses the growing need to locate and correct PIM in wireless networks.

The Frost & Sullivan Award for Customer Value Enhancement is presented each year to the company that has demonstrated excellence in implementing strategies that proactively create value for its customers with a focus on improving the return on investment that customers receive in its services or products. The award recognizes Anritsu's focus on enhancing the value that its customers receive beyond customer service, leading to improved customer retention and ultimately customer base expansion.

"Anritsu has always been committed to developing test solutions that can help field engineers and technicians successfully deploy, install and maintain wireless networks. As we recognized the growing need to measure PIM, we set out to design a test solution that would truly meet the challenges our customers face," said David Bolan, product marketing manager, Anritsu Microwave Measurements Division. "Frost & Sullivan has recognized our R&D investment and the benefits PIM Master brings to the market."

In announcing the award, Frost & Sullivan Senior Research Analyst Prathima Bommakanti said, "Anritsu has always demonstrated a keen interest in developing advanced next-generation test equipment. In order to stay ahead of the competition, Anritsu invests heavily in research and development. Anritsu introduced its first PIM tester, the MW8219A, in early 2011, which has received excellent market acceptance. Although a few companies had introduced PIM testers earlier, Anritsu differentiates itself by offering a complete solution."

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Posted by Janine E. Mooney, Editor

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