

## **Innovation in Wireless Engineering Data Management: Keima and Eira Software Announce Collaboration.**

Tuesday, July 10, 2007

*Cardiff, UK* - Wireless network planning and optimisation experts Keima and data management experts Eira Software have announced a collaboration that focuses on the application of next-generation embedded database capabilities to wireless engineering software. Wireless engineering applications, such as Keima's Composer, have numerous data management challenges, including temporal configuration management, multi-Gigabyte input and output data, and deployment to geographically distributed multi-user collaboration environments. Inexpert development of data management capabilities has saddled users with slow application load times, long development timeframes, performance limitations with large data sets, and data integrity problems. Eira's FirexDB, an embedded database solution, simplifies and speeds up the development of data intensive software, reduces the end-user cost of data management, and improves the performance of applications.

The first joint research-and-development programme will concentrate on the problems of configuration management (specifically related to neighbour planning) and the storage and audit of multiple network configurations, which evolve during network planning and deployment. The focus of this collaboration is the reduction of end-user re-work and the cost of manual plan review and comparison, whilst increasing the integrity of plans uploaded to the network.

Rupert Rawnsley, co-founder of Keima, describes the value of the relationship:

*"Wireless engineering requires the management of massive quantities of dynamic data: from propagation predictions and network measurements to equipment configurations and market statistics. Legacy systems have struggled to map this naturally object-oriented data into relational database tables and to efficiently manage the large quantities of data involved. There is clearly a need for high-performance data management solutions that are both simple to develop, robust, and offer best-in-class performance. Eira share our passion for innovation through simplicity, and with our partnership we hope to deliver the next significant step forward for wireless engineering solutions architecture".*

Ieuan Williams, founding director of Eira, added:

*"When we first spoke with Keima, we discussed the problems experienced by legacy wireless engineering tools: long development timescales, slow application start-up times, inefficiently holding large datasets in memory, distributing multiple copies of Gigabytes of data, and support calls created by corporate database administrators imposing unforeseen database policies. These problems are symptomatic of attempts by non-specialists to use large and overly complex legacy relational database solutions within what should be a shrink-wrapped product, or reliance on poor quality in-house data management solutions. With FirexDB we seek to use the right technology to solve the right problem; to both reduce the overhead of data management for developers and remove the need for expensive database administration skills within end-user organisations. Keima are a perfect collaboration partner, looking beyond both hyped and legacy technologies for innovative solutions to known problems, they are willing to enhance their capabilities through collaboration with experts in other fields".*

Both companies are based in the Cardiff Business and Technology Centre enabling efficient communication and interworking.

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## **EDITORIAL NOTE**

**Keima** is a UK limited company founded in January 2006 and based at the Cardiff Business and Technology Centre. Keima's founders have been key to the delivery a large number of innovative and industry leading planning and optimisation solutions to the wireless industry since the days of GSM. Focusing on the needs of new technology operators, Keima are developing the next generation of network planning and optimisation solutions based upon their Overture framework. The expertise of Keima employees enables the company to be both self-financing and profitable. Keima is currently expanding its operations in both Europe and North America.

**Eira Software** is a UK limited company founded in 2003 and based in the Cardiff Business and Technology Centre. Eira has been involved with cutting edge data management solutions including telecommunications (mobile network billing), sales management (outsourced letting management), and many internet-based applications. FirexDB focuses on the need of software developers for intuitive data management capabilities and end users for low administration applications, overcoming

the limitations of large and complex, one-size fits all, legacy relational database solutions.