CATALINA LABS

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– **Rahul Belur,**
Data Scientist
at Catalina Labs

Catalina Labs Identifies Customer Location and Improves User Experience with Neustar UltraGeoPoint

The Challenge

Catalina Labs' mission is both ambitious and necessary: "humanizing the way people communicate with technology." As the first step in delivering on that promise, Catalina Labs developed Wixi, a solution designed to improve upon the in-home WiFi experience.

Wixi empowers users to take control of their home network by allowing them to scan their WiFi network and connected devices to identify and resolve WiFi connectivity problems. By removing the need to call the Internet Service Provider's (ISP) support team, Wixi provides immediate assistance to users who are looking to troubleshoot typical broadband problems while also alerting the ISP to connectivity issues in certain areas.

In order to maximize the benefit from Wixi, contextual awareness is key. Wixi takes many factors into consideration when providing recommendations, of which many require awareness of the location of the consumer.

"Trust and user privacy is paramount to us," said Rahul Belur, Data Scientist at Catalina Labs. " It's important that our customers trust us to deliver a solution that's capable of working while simultaneously safeguarding their privacy. "

After initially using an IP geolocation provider whose location information was inconsistent and inaccurate, Belur knew it was time for a change. "We need Wixi to work flawlessly in more than 150 countries. So when users were assigned geo locations that were states away from where they actually were, we knew it was time to find a newer, more accurate solution."

The Solution

Enter Neustar UltraGeoPoint

"We first heard about Neustar from our CEO, who found out about Neustar from others in the engineering community here in Silicon Valley," Belur said. "Neustar UltraGeoPoint seemed like the right fit upon evaluation. We liked that Neustar was local, respected the privacy of personal data – like us – and they're a professional and reputable company with a global footprint," Belur added.

Neustar UltraGeoPoint allows ISPs to know where and how their customers are connecting to the Internet. Featuring industry leading, patented technology, UltraGeoPoint provides highly accurate IP-to-location data with the option for customers to configure their settings in order to further refine IP geolocation.

The Results

Neustar UltraGeoPoint has been instrumental in Wixi's success.

Based on the IP information provided by Neustar UltraGeoPoint, Wixi can now give its users a way to identify their location, enhance their WiFi performance, and even compare their WiFi performance to surrounding areas. This capability not only benefits Wixi's end users, but also helps Catalina Labs provide valuable performance insight and data to ISPs, which are also their customers.

"We no longer see complaints about inaccurate information," said Belur. "We're seeing a difference in customer satisfaction – it's gone way up," Belur added.

In an effort to deliver the highest level of satisfaction to their customers, Catalina Labs is also integrating Neustar UltraGeoPoint into future Wixi apps. "IP geolocation data is a core foundational pillar of our product and will remain a key differentiator as we expand our product line," Belur concluded.