MOTiV Research Co., Ltd.

Company Description

Motiv Research Ltd., founded in July 2011, is a leading technology company specializing in the optimization and advancement of mobile telecommunications networks. As the demand for high-speed, reliable connectivity continues to grow with the deployment of LTE and 5G technologies, Motiv Research provides essential expertise to mobile network operators (MNOs) and global infrastructure vendors to ensure peak performance and superior user experiences.

The company's core mission is to bridge the gap between complex network data and actionable optimization. To achieve this, Motiv Research has developed a suite of sophisticated tools, most notably "MOON" (Motiv Object-Oriented Network). This platform integrates cutting-edge Geolocation of Quality of Experience (QoE) based on User Equipment (UE) measurement reports. By leveraging Reinforcement Learning and Artificial Intelligence, MOON facilitates "Closed Loop Optimization," which automates the process of network tuning to enhance coverage, capacity, and overall quality without the need for extensive manual drive-testing. This results in significant cost savings and faster time-to-market for network improvements.

The team at Motiv Research is characterized by its high level of technical proficiency and international diversity. Many of its engineers come from backgrounds in world-renowned telecommunications vendors, bringing deep industry knowledge and a global perspective to every project. This expertise allows the company to operate not just in Japan, but across international markets including Asia and the Americas, supporting some of the world's most advanced telecommunications environments.

Beyond optimization tools, the company offers comprehensive design consultancy and benchmarking services. They use advanced visualization and analytic tools to help operators understand network behavior in real-time, enabling proactive maintenance and strategic planning. As the world moves toward an era of IoT (Internet of Things) and 6G, Motiv Research is committed to continuous research and development. By focusing on the "human" aspect of communication—telecommunication as a fundamental infrastructure for human connection—the company strives to create efficient, high-quality, and accessible mobile networks that power the future of global society. Through innovation and a commitment to engineering excellence, Motiv Research continues to lead the way in network performance enhancement.

Company Details

Head Office
Japan

Main Business
・移動体通信ネットワーク設計コンサルティング ・無線通信ネットワークの最適化業務 ・ベンチマーキングサービス（QoE分析等）・ネットワーク最適化・分析ツールの開発（自社製品「MOON」等）

President
張 桄緑

Established
2011年7月

Capital
非公開

Number of Employees
11 - 50

URL
https://www.motiv-research.com/ja/home/about-us/index.html

Offices

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