

MEETING THE CHALLENGE OF THE CONNECTED WORLD:
BANDWIDTH OPTIMIZATION AND INFRASTRUCTURE MONETIZATION

MOBILE BACKHAUL

BUSINESS CHALLENGE

In today's telecom market, mobile operators are looking for new ways to increase revenues and meet increasing customer demand. With the ARPU for traditional voice services dramatically decreasing, Communications Service Providers (CSPs) are seeking to optimize their existing mobile networks to deliver next-generation, content-rich services.

On the one hand, the mobile world affords unprecedented opportunities for entering new markets, offering a diversity of services, and thereby creating a competitive edge.

On the other, it poses the challenge of cost-effectively meeting the bandwidth and quality needs of mass market and business users and delivering customer value.

To successfully provide innovative, bandwidth-hungry services, such as live broadcasts, rich media content, and multimedia gaming, CSPs must therefore have the capacity to handle dramatically increasing traffic loads.

Staying competitive in the connected world also means that

CSPs must make sure their customers are receiving high quality service anytime, anywhere, from any device.

This means CSPs need to face the challenges of upgrading and expanding their networks, rolling out new infrastructure in the most cost-effective manner, operationalizing it quickly, and

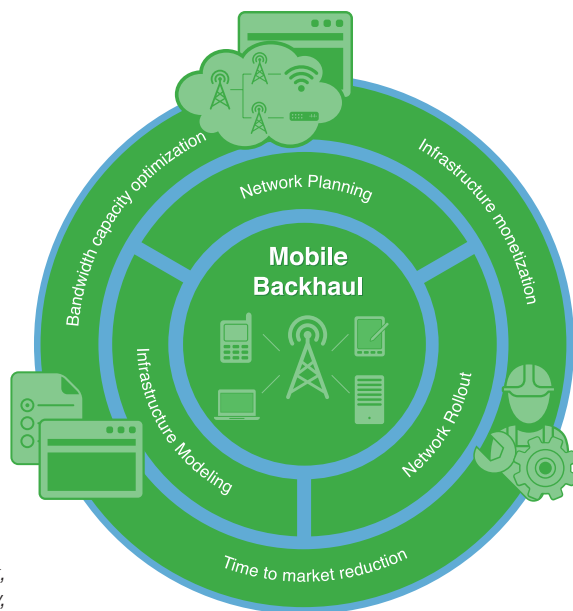
managing it optimally in order to adapt to market demands, make the most of new opportunities, and successfully deliver next-generation, mobile services.

Mobile Backhaul — part of NetCracker's TOMS (Telecom Operations and Management Solutions) Suite — allows mobile operators to quickly and cost effectively plan and build out networks. It facilitates the collaborative rollout of high-performance mobile networks, optimizes infrastructure

utilization, and aligns bandwidth capacity with CSP business development strategies. NetCracker's Mobile Backhaul fosters infrastructure monetization and helps CSPs maximize ROI, while reducing time to market for competitive, content-rich services.

“The breadth and depth of NetCracker’s solution and technical expertise will take our operations to an advanced level, one consistent with our 3G and future network deployments. We will now be able to deploy the innovative, high-quality, personalized services our customers demand with reduced cost and faster time-to-market.”

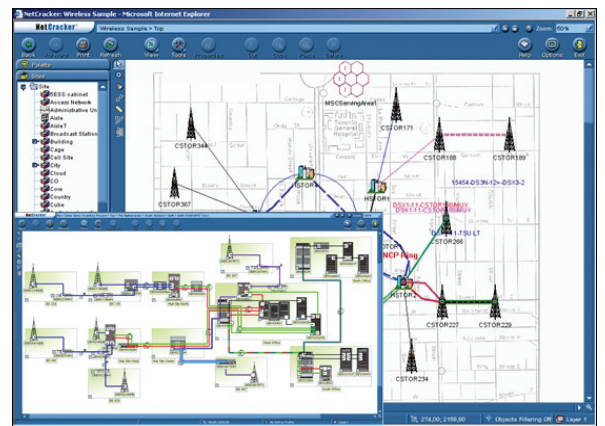
Marwan Hayek,
Vice President for Technology,
Mobinil



DETAILS

NetCracker's Mobile Backhaul enables CSPs to facilitate mobile network planning and rollout and provides comprehensive project management capabilities with resource tracking, scheduling and optimization, and partner channel support.

Mobile Backhaul allows CSPs to plan, design, and develop changes and upgrades for various network technologies including GSM, GPRS, EDGE, UMTS, LTE, and others. It delivers a wide range of capabilities that envelop all stages of the network rollout process, including collaborative configurations in both change and design versions, powerful trend analysis and reporting, generic forecasting capabilities, as well as advanced GUI design tools with version highlighting.



NetCracker's Mobile Backhaul includes Network Design & Planning, Network Rollout, and Infrastructure Modeling:

NETWORK DESIGN & PLANNING

Network Design & Planning allows CSPs to develop collaborative infrastructure rollout plans, and calculate best network design and device configurations:

- Design versioning and rollback support
- Tracking and synchronization of collaborative network versions
- Template-driven configuration
- Configuration discrepancy reporting
- Configuration back-up repository
- Configuration management (including thresholds and notifications)
- Enhanced visualization of planned configurations, Flex-based GUI
- Infrastructure utilization trends

NETWORK ROLLOUT

Network Rollout provides end-to-end automation of the multi-stage process of network infrastructure build-out with full support for project management, mobile asset management, and workforce management:

- Complex resource and task planning
- Centralized view of process workflows
- Project phasing and scheduling
- Mobile asset lifecycle management
- Stock management
- Bill of materials generation
- Process and resource visibility
- Enhanced work order orchestration
- Centralized planning, design, and build-out

INFRASTRUCTURE MODELING

Infrastructure Modeling provides CSPs with a single, centralized, integrated network inventory database that allows documentation of network infrastructure as well as capture of equipment location, configuration, utilization status, etc.:

- Physical resource modeling
- Logical resource modeling
- IPv4/v6 and mobile number management
- Enhanced CPE management, including subscriber preference tracking
- Mobile device library
- Out-of-the-box templates

BUSINESS BENEFITS

NetCracker's Mobile Backhaul enables CSPs to:

- Manage a seamless transition to 4G
- Reduce time to market through streamlined network planning and rollout
- Minimize OpEx and CapEx through collaborative network configuration
- Improve customer experience through guaranteed service delivery and quality
- Increase ROI and reduce TCO through capacity management optimization
- Monetize infrastructure through rapid deployment of value-added services