

TELECOM BUZZ!!!

"expanding telecom world horizon"

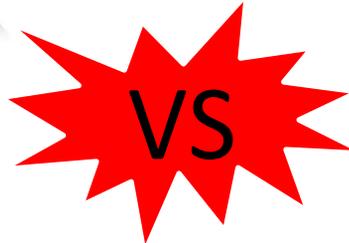
Is Wi-Fi the REAL Competitor to LTE???



Expect M&A to be a
major trend in 2012



India Added Over
7.55 Million
GSM Connections in
December 2011



Tata Communications
to invest in new
product areas

From the Editor

The industry has been going strong in terms of subscriber base. However, this growth brings in new challenges for operators to sustain their market share. Today, when wireless subscribers are increasing at an explosive rate and call rates are at their lowest, the operators have to find out ways to increase their ARPUs. The year 2011 saw emergence of 3G technology and now industry experts are expecting higher from 4G in 2012. The evergrowing consumption of data by mobile device user has put a strain on the existing wireless networks. Operators are attempting to address this challenge by upgrading their networks. However, in some scenarios, these measures may not be adequate. With increasing number of Wi-Fi enabled mobile devices and Wi-Fi access becoming more widely available in homes, enterprise and retail location, Wi-Fi offload is emerging as an attractive option for network operators. 3G/LTE seems to be the ideal way to provide blanket coverage in this regard.

This issue of 'Telecom Buzz' has touched upon the concept related to LTE vs. Wi-Fi and the impact of their implementation on service providers as well as end users. I hope you'll find the contents interesting and value adding. I also welcome suggestions on the contents of this issue.

Upcoming Openings

- Admin Manager – Gurgaon (5 to 8 years of relevant experience)
- Senior Trainer (Android Application Development , Mobile Operating Software, Call processing Software) – Gurgaon (3 – 6 years of relevant experience)
- 2G/3G RF planning and Optimization expert– Africa (5-8 years of relevant experience)

Mail your resumes to hr.india@mcpsinc.com

Highlights, January 2012

- MobileComm to launch its vital, self paced ELearning programs soon.
- MobileComm has trained over 1500 candidates on behalf of Ericsson in the domains of 2G, 3G, Transmission, Intelligent Networks and IP.
- MobileComm has been selected in the top preferred vendor list of Ericsson to deploy resources across PAN INDIA with ASCOM kits.
- MobileComm has been registered with Ericsson in the ARP domain and has deployed resources in the UPW and UPE circles for Bharti project.
- MobileComm is proud to announce an addition of '**In Building Solutions**' in its services portfolio.
- In order to expand its reach, MobileComm is coming up with a new branch office in Tanzania And Malawi in 2012.



Is Wi-Fi the Real Competitor to LTE ???

LTE versus WiMax is a standard topic in the press and at conferences, that we saw getting traction in the last couple of years. However, With most operators deciding to back LTE over WiMax, the LTE versus WiMax debate is over. WiMax will survive as a service platform alternative, for the same services and business models as LTE. But what about Wi-Fi ? Wi-Fi is a very different story. There are no carriers. Individuals, corporations, communities – anyone who's interested buys their own infrastructure and deploys it wherever they want. On the other hand, People who need completely mobile Internet connections purchase a traditional service – 3G, WiMax or eventually, LTE – leaving Wi-Fi hotspot.

Wi-Fi – Destroying LTE Value?

With Wi-Fi being the Operator's new best friend over the past year and coming of LTE, which is marketed as the savior of everyone, operators and customer alike, the milliondollar question is, Will Wi-Fi destroy the LTE Value? Is Wi-Fi the real competitor to LTE?

By cellular standards Wi-Fi is a crude technology. With no power control, no frequency awareness, limited mobility, handover capability and range the QoE simply doesn't match that of 3G, but the fact is that utility isn't going away anytime soon. Over the next decade, Wi-Fi is going to play a major role in the future of wireless data services. Let's start with the biggest reason Wi-Fi and other technologies that utilize unlicensed spectrum are here to stay:

Carriers love them. At first glance this may seem counterintuitive since carriers spend so much time and money securing licenses for spectrum they can use for their next-generation mobile broadband networks.

But according to the director of strategic initiatives and business development for Cisco, carriers are going to increasingly rely on Wi-Fi to offload the data traffic on their wireless networks.

Friends OR Foes



Another reason Wi-Fi will remain important is because of its ability to provide consistent wireless indoor coverage. While 3G and LTE are obviously better at giving users a wide area coverage, they aren't quite so good at penetrating every nook and corner of office buildings. For this, you're going to need Wi-Fi.

Projections are that there will be more than a billion Wi-Fi chips per year by 2012, with Wi-Fi showing up in all smartphones and all manner of other devices

And finally, Wi-Fi is also likely to play a crucial role in the upcoming release of devices that operate on "white spaces" spectrum that the Federal Communications Commission opened up for unlicensed use in 2008.

To be sure, there will always be customers, who will be ready to pay for the convenience offered by Mobile Broadband but free Wi-Fi is obviously going to put pressure on the widespread deployment of LTE.



Wi-Fi Stastics

Austin, Texas-based iGR forecasts

that home Wi-Fi bandwidth use will more than double in the next four years. Eighty percent of U.S. homes are using Wi-Fi to connect an rapidly increasing number of devices to the Internet, iGR notes, and has become a “must have.” Wi-Fi bandwidth will increase from 55% of total bandwidth used in 2011 to more than 75% in 2015. Wi-Fi bandwidth usage among so-called “extreme,” the heaviest, users is expected to rise from more than 390 gigabytes (GB) per month this year to nearly 440 GB per month in 2015.

AT&T says it now has more than 29,000 Wi-Fi hotspots in the US to which most of its customers can connect as part of their data plan for no extra charge.

Talking about the benefits of 4G/LTE over Wi-Fi, By far the biggest advantage LTE has over Wi-Fi is its ability to connect anywhere you want to sit down and log on. As far as the web surfing and watching videos is concerned, LTE is closer to better.

LTE - Wi-Fi Business Model

The evergrowing consumption of data by mobile device user has put a strain on the existing wireless networks. Operators are attempting to address this challenge by upgrading their networks and offloading the traffic onto other networks. Although some operators seem happy to offload some of their traffic onto Wi-Fi, will this still be the case with LTE? Vendors are however looking to provide dual mode LTE-WiFi Devices. The advantage to LTE services providers is clear. They allow users to whenever possible, transparently switch their broadband access from cellular Wi-Fi and relieve the traffic burden on the cellular network. Service Providers can establish Wi-Fi hotspots wherever they experience severe data traffic congestion, such as in airports and convention centers, to increase service availability to their customers. Using hotspots to relieve

Congestion is a quicker and less expensive way of handling localized congestion than trying to increase LTE capacity. The Hotspot approach even does not call for acquisition of additional bandwidth license to increase capacity. The consumer also benefits, especially if the handoff between LTE and Wi-Fi is automatic. In crowded conditions, the additional data capacity helps ensure availability and speed of services. The Wi-Fi roaming capability would even allow users to continue enjoying wireless broadband in regions where LTE equipment won't work. With Wi-Fi becoming important to LTE wireless broadband providers as a means of offloading data traffic, it should come as no surprise that efforts are underway to provide a seamless move from one to the other for mobile users. Do you think Wi-Fi has a longterm play, as new LTE services, products and packages continue to roll out?

What's cooking???

- *SK Telecom Develops Dual-Mode Wi-Fi and LTE Femtocell*

South Korea's SK Telecom says that it has completed the development of a Wi-Fi integrated LTE Femtocell, which provides both LTE and Wi-Fi services simultaneously. SK Telecom plans to build LTE networks in 84 cities across the country by April 2012, eight months ahead of schedule, after which it will utilize Wi-Fi Integrated Femtocells to boost its service quality.

Courtesy: Cellular News

- *Ericsson is rumored to go Wi-Fi*

Ericsson is rumored to be buying BelAir Networks, the Canada-based small cell equipment specialist. If true it's another strong sign that Wi-Fi is now firmly in the strategic sights of both equipment vendors and their primary customers. By Ian Scales.

Even if it's not true, the interest in such a rumour tells us a lot about what the industry thinks 'should' be happening.

Courtesy: Telecomtv.com



Expect **Mergers & Acquisitions** to be a Major Trend in 2012

The process of mergers and acquisitions has gained substantial importance in today's corporate world. This process is extensively used for restructuring the business organizations. Among the different Indian sectors that have resorted to mergers and acquisitions in recent times, telecom, finance, FMCG, construction materials, automobile industry and steel industry are worth mentioning. In terms of Wireless 2011 was an unusually quiet year for M&A. While there certainly was the big announcement in March of the AT&T/T-Mobile merger – the industry seemed to go into a lull following this as players were planning their next move based on the outcome that merger. In countries like India mergers & acquisitions have increased to a considerable level from the mid1990s. While in the US, mergers & acquisitions in the telecommunication sector are going on in a full-fledged manner. M&A in the telecom companies will no longer occur for their subscribers, it is the assets such as spectrums, hardware & land that will be valued in acquisition. Let's have look at the key reasons behind this growing trend of M&A across telecom industry:

- a) **CONVERGENCE** between mobile telephony, internet and fixed networks: An increase in convergence has taken place across mobile, broadband and media. Therefore, in order to be at par with the competition, the operators have to increase their activity in broadband and media, which in turn will result in an increase in the number of M&A deals.
- b) **DIVESTMENT/OUTSOURCING**: Some operators prefer to concentrate on their competencies and provide services rather than deploy networks. Due to this, they often have to divest their activity or outsource the network. This trend further accredits to the increase in the volume of M&As in the Telecom sector.

c) **TO GROW GLOBALLY AND ADDRESS LARGER MARKET**: The possible aim behind such mergers is to attain competitive benefits in the Telecom Industry. The majority of Telecommunication service providers have understood that in order to grow globally, strategic alliances and M&A are the principal devices. Moreover, in order to broaden the scope of their offerings, established vendors are turning to acquisitions. The recent win of Vodafone in tax battle against Indian government further strengthens the cross-border M&A among Telecom companies.

d) **INTRODUCTION OF SOPHISTICATED TECHNOLOGIES**: Advent of technologies like Mobile Applications, Cloud Computing & Social Media has further accelerated the activity of mergers & acquisitions.

Under the new rules of Indian NTP 2012, the mergers and acquisitions will be eligible for automatic approval if the combined market share of the new entity is less than 35% and spectrum holding is less than 25%. However, where the combined market share of the new entity is less than 60%, the TRAI would take a decision on the approval so as to avoid the creation of monopolies.

Benefits of M&A in the Telecom Sector

Following are the benefits provided by the mergers and acquisitions in the telecommunications industry:

- Building of infrastructure in a more convenient way
- Licensing options for M&A are often found to be easier.
- M&A offer extensive networking advantages.
- Brand value.
- Bigger client base.
- Wide array of products and services.



Key developments Across India

■ Limits on machine to machine & person to machine messages removed

The Telecom Regulatory Authority of India (TRAI) Wednesday exempted the machine to machine and person to machine messages (where machine is not a mobile handset) from the limit of 200 SMS per day per SIM. TRAI has issued regulation in the past effective from September 2011, which barred access providers from permitting subscribers to send more than 200 SMS per day per SIM. All stakeholders approached TRAI seeking waiver of the limit as they find it increasingly difficult to send machine to machine and person to machine SMSs which are sent by them to initiate operational requirements.

■ Nokia to invest Rs 250 cr to revamp India business

Mobile handset market leader Nokia, with manufacturing facility in an SEZ near Chennai, plans to revamp its business in India by infusing fresh investment of Rs 250 crore in the next three years, with potential to create 500 new jobs. Since the handset manufacturer has a facility in the Special Economic Zone(SEZ), it requires a nod from the Board of Approval (BoA) for effecting changes in its business model. The BoA, will take up the issue at its meeting on January 24, an official said.

■ Tata Communications to invest Rs 2,250 crore in new product areas

Tata Communications recently announced fresh investment of \$450 million or about Rs 2,250 crore in new product areas. According to the sources the company would be investing fresh funds in cloud computing, mobile broadband, video telepresence, submarine cables and data Centre projects.

Key developments Across Globe

■ Ericsson is buying BelAir, betting on Wi-Fi

In a sure sign that the cellular industry is getting serious about Wi-Fi, telecom networking giant Ericsson is rumoured to buy BelAir Networks, adding its high-performance outdoor hotspot technology to its portfolio. The deal could signal a big shift in the mindset of the big wireless vendors, which have always favored their own specialized and expensive cellular technologies to meet growing mobile data demand rather than more generic but much cheaper Wi-Fi tech.

■ Verizon's iPhone, LTE activations soar in Q4

For Verizon Wireless, the fourth quarter was all about the iPhone and LTE devices. The company activated 4.3 million Apple iPhones and 2.3 million LTE devices in the fourth quarter of 2011 Overall Verizon added 1.5 million net retail customers in the quarter, the highest the company had seen in three years. That figure includes 1.2 million retail postpaid customers, an increase from 882,000 postpaid net adds in the third quarter. According to a latest report, Verizon Wireless will only be adding LTE-capable smartphones to its list of devices moving forward.

■ T-Mobile USA May Raise \$3 Billion in Tower Network Sale

T-Mobile USA's exploration of a sale of its tower system may help the company raise as much as \$3 billion for parent Deutsche Telekom AG (DTE), according to Macquarie Capital USA Inc. T-Mobile is considering the tower sale as a way to fund possible spectrum purchases and an long-term-evolution network expansion. T-Mobile is the fourth-largest U.S. wireless operator. Deutsche Telekom explored a possible T-Mobile tower sale a year ago, and shelved that strategy in March when AT&T made its offer.

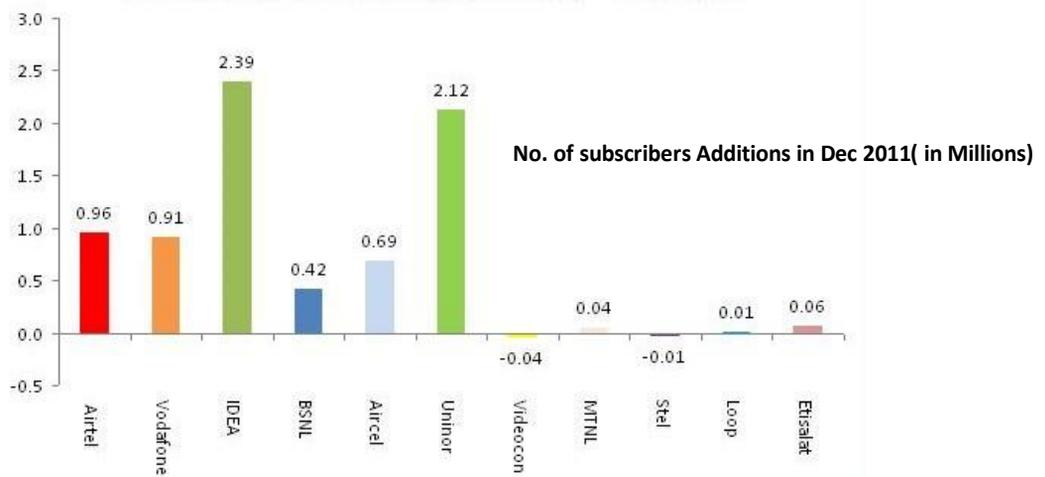


December 2011: India Added Over 7.55 Million GSM Connections

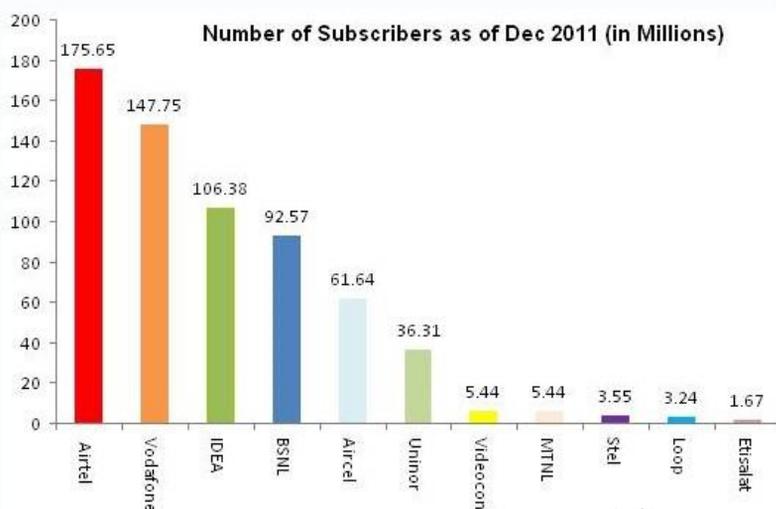
The Cellular Operators Association of India (which includes most of India's GSM telecom operators), has reported an increase of 7.55 million GSM connections in December 2011, up 1.19% as compared to 6.67 million in the previous month.

GSM operator and circle-wise data (excluding Reliance and Tata):

- **Idea Cellular** added the maximum connections 2.38 million connections, taking its base to 106.38 million.
- **Uninor** came in second, adding 2.12 million connections. Its subscriber base is now 36.30 million.
- **Bharti Airtel** added 0.96 million in December, taking its connection base to 175.65 million.
- **Vodafone** added 0.90 million connections, taking its base to 147.74 million.



State run **Bharat Sanchar Nigam Ltd (BSNL)** managed 4,23,367 new subscribers boosting its subscriber base 92.56 million while **AIRCEL** increased its base by over 0.68 million customers to take its subscriber base to 61.64 million. **Mahanagar Telephone Nigam Ltd (MTNL)** added just 44,664 new users during the month, boosting its total base to 5.42 million at the end of Dec'2011.



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By using this latest technology, MobileComm is committed to encourage and support the telecom industry professionals to constantly upgrade their existing knowledge and skills or learn new ones for the benefit of their own careers as well as their specific roles in the group.

Movers & Shakers for the Month

MobileComm is proud to showcase its Movers & Shakers, highlighting dynamic individuals in the organization. These individuals are recognized for achieving milestones such as executing a key strategy or implementing a revolutionary vision for the future of their organization. Here's the latest on Movers & Shakers front for this month.

MAYANK KHETARPAL



A person can achieve anything that he/she wants, as long as the individual has the courage to dream big and willingness to strive hard in order to achieve that dream. The above sentence best describes our valuable asset Mr. Mayank Khetarpal. Currently leading the Pune division of MobileComm Technologies he is dedicated towards the responsibilities given to him. Apart from this, he is focused towards his goal and always strive to Keeps organization interest before his priorities. We are proud to have you as a part of our team and look forward to your future contributions

The top people in every field are committed. They're determined to do whatever it takes to meet their objectives. One such winner, Prince Jain absolutely believe in the rightness and goodness of what he's doing, thus winning recognition from all quarters. Deployed on Vodafone Delhi Project, he with his creativity and efforts continually worked towards the fulfillment of his goals.

PRINCE JAIN



The Way We Perceive Life

A weary traveler lost in the jungle onenight slips and falls into an unused, dry well. During the fall he clutches to the root of the nearby banyan tree and is hanging midway. The whole night he spends in this precarious state. In the morning he begins the attempt to climb back to safety. He looks up and is terrified to find a tiger standing at the mouth of the well, looking hungrily at him.

So he decides to climb down and wait for the tiger to leave but sees a huge python at the base just coming out of hibernation and looking for something to swallow. And as his fate should have it the root of the tree which he was holding starts to snap.

In this situation he was not in a position to think clearly of what he should do. Just then a thick substance falls on to his nose and drips to his mouth. Unwittingly he licks at it and is surprised to find it very tasty and to know what that was he lifts his head. He notices a bear on the branch of the banyan tree. The bear is trying to drink the honey that was in the hive on the branch of the tree.

Now this man who thought he was in a horrible situation a moment ago is waiting for more drops of honey to fall on his nose so that he can lick and relish it.

Life is almost like this situation; there are problems everywhere but it is wisdom to notice the small memorable incidences and enjoy those. Each one has a different way of perceiving life and relating to it. And this depends on inner personality, not external situations.

To make a living in this material, competitive world an individual tries to perceive life and relate to it through his ego. He feels the need to be appreciated by others, in order to feel triumphant or superior. This is how the ego gets inflated. A spiritual person leads life influenced by his soul, not ego. Normally a person looks at the world as a racing track and life as a marathon. His only

intention is to win the race and so he is looking at the one who is catching up with him. His energy is expended in ensuring that he is not overtaken. He is hurt when his opponent overtakes him or he is overjoyed when he touches the finish line.

However, a spiritual person accepts the world as a stage and sees himself as a performer along with others. He is supportive of others. He acts well and lets others to do their best. His energy is vibrating and gels with the other. He is neither hurt nor pampered by the line in the script.

When we allow the ego to take the place of soul, we get confused over our identity. You recognize your true identity by shunning ego and becoming a participant instead of competitor.



"All things in life are temporary. If going well, enjoy it, they will not last forever. If going wrong, don't worry, they can't last long either."

Adapted from : Speaking Tree



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