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'Wi-Fi Offloading' A Key to Seamless User Experience



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From the Editor

The ever-growing data consumption by mobile device users has put enormous strain on the existing wireless networks, resulting in poor video streaming quality, slow upload speeds, disconnected sessions i.e., Quality of user Experience (QoE) issues. Operators are attempting to address this challenge by upgrading their Wide area Networks (WANs), however this network upgradation involve huge costs and resources.

With an increasing number of mobile devices featuring Wi-Fi capabilities and Wi-Fi access becoming widely available in homes and organizations, Wi-Fi offload is emerging as an attractive option for network operators. Wi-Fi is an initial, cheap-and-cheerful solution utilizing unlicensed spectrum. Apart from the fact that it is often more cost- effective to deliver additional capacity with Wi-Fi than 3G/4G, it is also easier to build the right capacity in dense areas and to get indoor coverage.

Mobile data offloading is forecasted to triple in the next five years, according to a recent study from ABI Research4 and is expected to reach about 48 percent by 2015, from today's rate of about 16 percent

I hope you'll find the contents of this issue value adding and interesting. Drop in any queries or suggestions you may have at newsletters@mcpsinc.com.

Upcoming Openings

INDIA

- Sales Manager – Data Network Solution - Gurgaon (5-9 yrs of relevant experience)
- Graphic Designer – Gurgaon (1-3 yrs of relevant experience)

Mail your resumes to hr.india@mcpsinc.com

INTERNATIONAL

- Construction Manager 2 / Sprint Leap Frog (Network Vision) – Kansas-Overland Park - Ericsson
- Project Administrator II - Sprint - Siterra Floater – Plano, Texas – Ericsson (4-6 yrs of relevant experience)
- RF Engineers UMTS – Texas, Dallas – Ericsson (2+ years of relevant experience)

Mail your resumes to pramod.dahiya@mcpsinc.com

Key Company Highlights

- **MobileComm expands its global footprints with a new group office in Australia & Madagascar.**
- **MobileComm is now the Competence Delivery Partner for Tata TeleServices (TTSL).**
- **MobileComm presence in Africa gets a boost with the recent expansion of its expert 3G services to NSN – Bharti in Kenya.**
- **MobileComm strengthens its existing relationship with Huawei by extending expert services to Bharti Microwave Transmission Project.**



Wi-Fi Offloading : A Key to Seamless User Experience

One of the critical challenges facing 3G and 4G Mobile Network Operators (MNOs) is how to deal with the Insatiable bandwidth appetite of the consumers. The evolution of wireless technologies, explosion of smartphones, 3G capable laptops coupled with the growing demand for real time video and data applications have caused the explosion of data traffic on mobile networks.

Market Predictions for Data Consumption

Cisco forecasted that

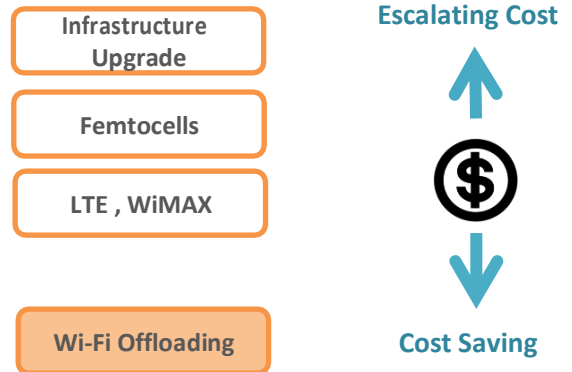
- Global mobile data traffic will double every year through 2014, increasing 39 times between 2009 and 2014.
- The number of mobile-only data users will increase from 12.8 million in 2009 to 635.8 million in 2014. This number only takes the top 13 countries in the world into account, but it shows the tremendous increase in mobile data traffic that is expected over the next 4 years.
- 66% of world's mobile data traffic will be video by 2014.

Mobile Network Operator Offload Strategies

There are several solutions to this explosive traffic growth problem such as:

- Infrastructure Upgradation
- New Network Technologies such as LTE & WiMAX
- Small cells or Femtocells
- Wi-Fi

Scaling network capacity by building more towers and base stations, or upgrading stations comes at a huge cost, with no gain and the next generation technologies such as LTE and WiMAX are still in a nascent stage and will take few years to materialize.



Wi-Fi Offloading

Although there is a lot of hype around next generation networks, such as LTE, it is commonly agreed that these technologies cannot scale up enough to support the exponential growth in demand for mobile data bandwidth. Also an ideal offload solution should provide users with a seamless experience while optimizing the resources on mobile device such as battery life. Due to the built-in Wi-Fi capabilities of millions of smartphones and other devices Wi-Fi emerged a key data offloading strategy for the operators struggling to adapt to the surge towards mobile internet services.

Why Use Wi-Fi for Mobile Network Offload

- Most laptops and smartphones have embedded capability for Wi-Fi.
- Wi-Fi uses unlicensed spectrum that does not exploit the precious operator licensed spectrum.
- Wi-Fi base stations are effective in covering indoor areas as well as outdoor areas containing many users such as city centers.
- Also, instead of asking subscribers to buy small cells (Femtocells), install and learn to operate them, Wi-Fi requires minimal subscriber's attention.

Recent market research indicates that even though very few

dedicated carrier Wi-Fi offload networks exist, a lot of data traffic is already being offloaded to existing private and public Wi-Fi networks in homes, at

work and public Hotspots (Fierce Broadband Analysis)

FierceBroadband Wireless

Marshall, head of Tolaga Research, estimates that about 20 percent of iPhone traffic on AT&T Mobility's network is landing on the public Wi-Fi network and it's likely that another 60 percent is landing on home Wi-Fi networks now that the operator has instituted tiered data plans.

AT&T was the pioneer in this concept of Wi-Fi Offloading with its buy of Wi-Fi hotspot provider Wayport in Q4 08. The company already has more than 20,000 Wi-Fi hotspots around the U.S.

In May 2010, Deutsche Telekom also announced Wi-Fi offload plans in the struggle to alleviate capacity on its 3G networks. In March 2010, Qualcomm dove into the need for '3G/Wi-Fi Offload' to solve this dramatic increase in mobile data traffic consumption. Similarly, the acquisition of Belair by Ericsson – a vendor that for a long time has kept its distance from Wi-Fi – demonstrates that Wi-Fi has now come of age and become an integral component of new mobile broadband networks.

Carrier Wi-Fi Equipments Market Highlights

- Global revenue for carrier Wi-Fi equipment - including mobile Wi-Fi access points, Wi-Fi hotspot access points, and Wi-Fi hotspot controllers -- grew 35% in 2011 from 2010
- Mobile Wi-Fi access points are expected to experience the highest compound annual growth rate -- 86% -- through 2016 as mobile

operators seek a closer integration of Wi-Fi with the mobile network

- Infonetics forecasts the global carrier Wi-Fi equipment market to grow in the high double-digit percents annually at least through 2016, when it will cross \$2.0 billion
- BelAir Networks (recently acquired by Ericsson), Cisco, and Ruckus Wireless together account for more than two-thirds of 2011 global carrier Wi-Fi equipment revenue
- Infonetics anticipates new players will enter the market, with growing demand for Wi-Fi integrated base stations from mobile operators, carrier Wi-Fi market share could shift toward the mobile infrastructure vendors

numbers of new Wi-Fi-enabled devices produced will more than double over the next few years with a stunning 2.1 billion Wi-Fi chipsets produced in 2015 alone.

- Wi-Fi Alliance

Thus It's all about Wi-Fi Offload these days !

MobileComm Wi-Fi Offload Solutions

MobileComm's data offloading solutions provides seamless Wi-Fi Offloading. By offloading users from the 3G network to Wi-Fi networks, the mobile operator can add more capacity to their existing networks in an affordable.

MobileComm Wi-Fi Offload Portfolio :

- Offload Congested 3G Networks to Wi-Fi hotspots.
- Complements 2G/3G/4G network.
- Seamless mobility & roaming between different networks.
- Improves Network Coverage & Reliability.
- Creates new revenue stream
- Reduces Churn.

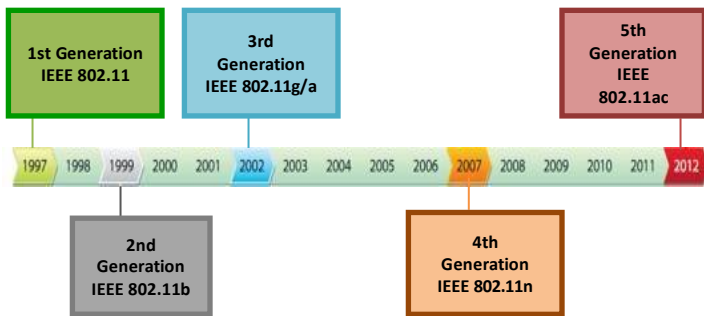
To know more about MobileComm Wi-Fi Offloading Solutions contact: nishant.goel@mcpinc.com
Ph. +91 124 4682613



Wi-Fi has now gone better with 5G Wi-Fi

Digital Data consumption is on continuous incline with video content expected to reach approx. 90% of global consumer traffic, according to Cisco's 2011 Visual Networking Index Forecast. The increased reliance on wireless networks for data consumption and the growing number of Wi-Fi enabled devices has put enormous pressure on the legacy 802.11n networks. This compromises user data experience leading to drop in speed to less than 20% of their theoretical capability.

In order to overcome this challenge, the IEEE has been working on the specification for 5th generation of Wi-Fi: 802.11ac.



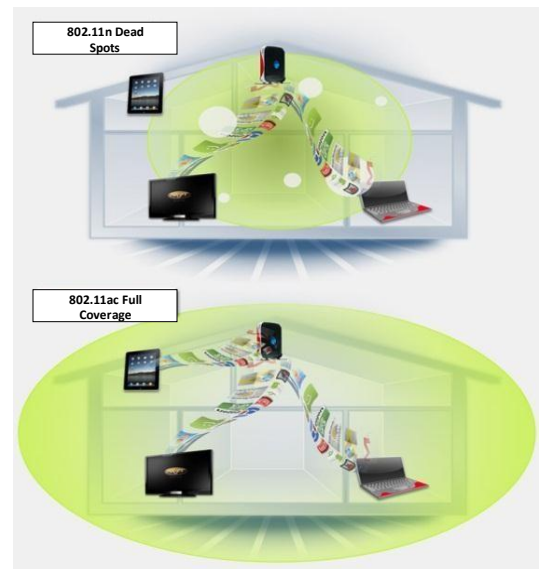
Evolution of Wi-Fi

5G Wi-Fi delivers up to gigabit speeds of connectivity with 6 times more power efficiency than the previous generation of Wi-Fi. It allows users to stream digital content between devices faster and by increasing signal range to overcome some of those 'dead spots'

The new 802.11ac Wi-Fi standard or 5G Wi-Fi is still at nascent stage but **Broadcom** has already announced the first 802.11ac chips with the first devices (routers, USB dongles, PCIe Cards and OEM Systems) shipping very shortly.

Advantages of 5G Wi-Fi over officially three year old 802.11n

- SPEED:** Entry level 5G Wi-Fi products speed will be 400 megabits/sec, at least 3 times faster than the current wireless system, 802.11n. However some devices will offer transmission in excess of a gigabit per second.
- RELIABILITY:** 5g Wi-Fi or 802.11ac comes with improvements in range and coverage as a result the 'Dead spots' in homes, organizations and apartments will enjoy vastly improved reception.



- BATTERY LIFE :** Since 802.11ac transfers files much faster, it is going to be up to 6 times more power efficient than the wireless chips found today.

BUZZ !

Taiwanese Company ASUS rolled out World's first 5G Wi-Fi Laptop .

Key developments Across India

■ Govt. to charge Telcos Uniform Licence fee from April 2013

In a move to bring uniformity in the sector, the government has decided to charge 8 per cent of gross revenue as licence fee from all telecom service providers across all categories and services from 2013-14. At present, DoT is charging licence fee in the range of 6-10 per cent depending upon type of service and circle. The sources added that for the period from July 1, 2012 to March 31, 2013, the operators have to pay an annual licence fee at a rate of 9 per cent for Metro and Category A, 8 per cent for Category B and 7 per cent for Category C circles. Though their still exist some difference in opinions of Mobile operators,

■ Bharti Airtel, Idea Cellular plan to shift Data Traffic to Wi-Fi

Indian mobile phone companies such as Bharti Airtel, Idea Cellular and others are looking to shift a part of their data services to Wi-Fi hotspots, freeing up scarce 2G and 3G airwaves for mobile telephony. "Spectrum is limited and all over the world carriers have offloaded data on to Wi-Fi, integrating it with existing networks while the back haul can be any medium - copper, fibre or LTE. It's pretty much part of the plan for us as well," said Bharti Airtel's president for consumer business. Bharti Airtel has already set up more than 1,000 hot spots in top three cities across India where data consumption is very high.

■ Following significant reductions in the 3G Data Tariffs, Tata Photon and MTS slash Data Card tariffs

With Operators reducing the 3G data tariffs, it now looks like data card tariff is also seeing a huge price reduction with operators like Tata DoCoMo and Sistema Shyam TeleServices Limited (SSTL), slashing data tariffs of EVDO based wireless broadband services by about 60%. This comes as a move to satisfy the continually growing demand of the bandwidth hungry consumers.

Key developments Across Globe

■ Huawei wins network upgrade contract in Oman

Oman based mobile network, Nawras has signed a network upgrade contract with Huawei covering its Radio Access Network to upgrade it to HSPA capability and also increasing indoor coverage. At the same time the company will deploy a LTE capable network in the 1800Mhz spectrum band. Around 30 percent of base stations will be upgraded before the end of this year.

■ South Korea and United States leading the VoLTE Charge : Report

The United States and South Korea are leading the global movement behind Voice over LTE as voice moves to become one more data application among many, according to a new report from Infonetics Research. According to the report, while the first VoLTE deployments will take place in the second half of this year, Infonetics believes there will be 300,000 VoLTE subscribers globally by year's-end.

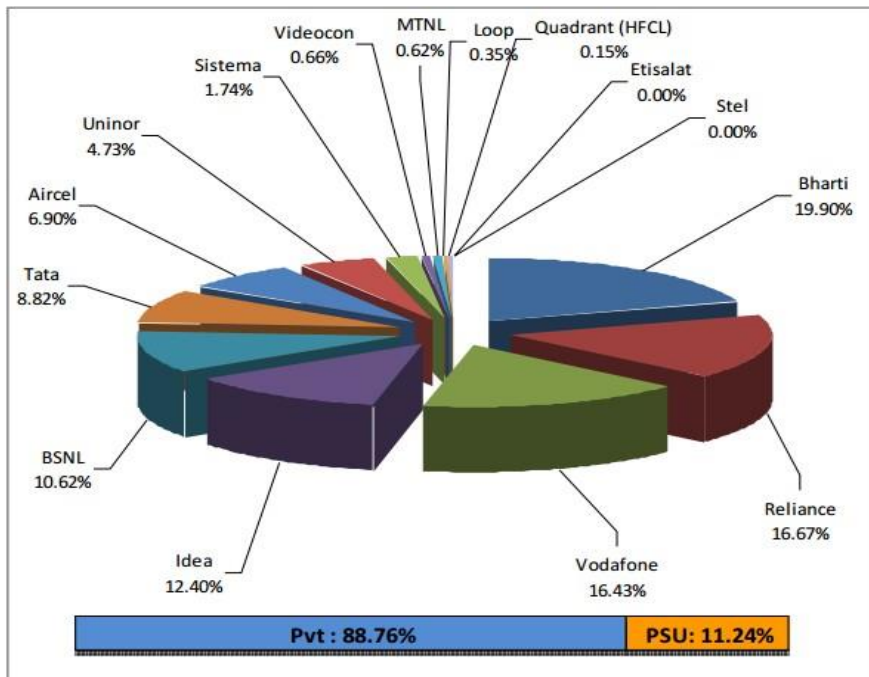
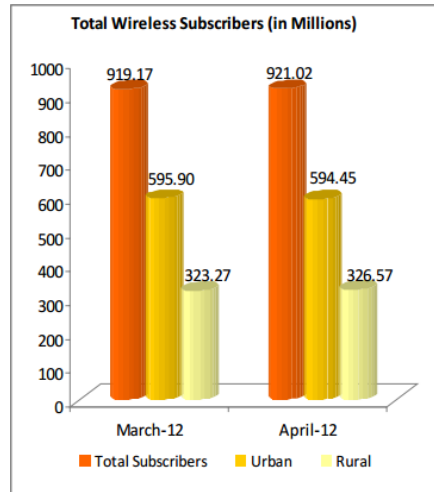
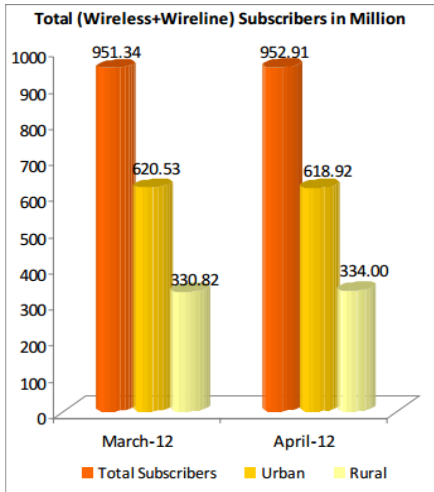
■ Sprint Nextel LTE launch set for July 15

Sprint Nextel's LTE network is set to officially launch July 15, with initial coverage to include portions of Atlanta, Houston, Dallas, Kansas City and San Antonio Markets. The LTE launch will place the carrier on equal footing, at least in basic marketing, with larger rivals Verizon Wireless and AT&T Mobility, which have been aggressively expanding their respective LTE coverage. The launch also keeps Sprint Nextel on track for its planned mid-2012 launch, followed by 250 million potential customers covered by the end of 2013.



Indian Telecom Subscription Data as on 30th April, 2012

1.85 Million new mobile subscribers were added in April 2012 taking the total tally of Wireless Subscribers to 921.02 Millions as on 30th April, 2012.



Service Provider Wise Market Share as on 30th April, 2012

Broadband subscription stands at 13.95 Million

Total Broadband subscriber base has increased from 13.79 million at the end of March 2012 to 13.95 million at the end of April 2012, there by showing a monthly growth of 1.13%. Yearly growth in broadband subscribers is 15.04% during the last one year (April 2011 to April 2012).



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We invite you to take advantage of our 'E-Learning Solutions for Telcos' to build your technical knowledge and credentials. Please feel free to contact us with any questions or requests by sending an email at trainingsolutions@mcpsinc.com .Happy Learning!

The screenshot displays the MobileComm E-Learning interface for the course '3G Optimization Basics'. The interface is divided into several sections:

- Module Name:** 3G Optimization Basics
- Slide Name:** A list of topics including 'Analysing comparison of UE and S...', 'Link coverage analysis', 'Distribution of UE Transmit Power', 'Pilot Pollution', 'Judgement Standards', 'Causes', 'Pilot Pollution Problem Analysis', 'Solutions of Pilot Pollution', 'Dropped Call Analysis', 'Call Drop Cases', 'Drop due to missing neighbour', 'Drop due to DL Poor Coverage', 'Packet Switching (PS): Session E...', 'Handover Analysis', 'Parameters Optimization', 'Drive Test', 'Drive Test Data Analysis', 'Adjustment Recommendation an...', 'Test for Special Areas', 'Optimization Report', and 'Summary of Optimisation Solutions'.
- Current Slide:** 'Test for Special Areas' is selected.
- Main Slide:** The main content area shows the title 'Test for Special Areas' and a paragraph: 'During network optimization there are some special areas like Operator offices, residence of VIP, Key hotels or entertainment location, Government location, Locations of large company or group subscribers and Locations tend to be cared, such as railway station or airport where we do testing of the proper network running.' Below this text are six icons representing special areas: Operator Office, Residence of VIP, Hotels & Entertainment Location, Government Location, Large Companies, and Airport.
- Course Name:** 3G Optimization basics
- Navigation:** Includes 'Upwards', 'Slide Name', 'Downwards', 'Audio', 'Seek Bar', 'Back', 'Slide No. 53 of 55', 'Next', 'Replay', and 'Play' buttons.



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The Boy & The Starfish

While walking along the Marine Park beach in Fairhaven one evening, I was reminded of the inspirational story about the old man, the young boy, the starfish and the sea. Here is the story for anyone who is not already familiar with the inspirational tale.

An old man was walking along an expansive beach one summer evening. In the distance, he saw a small figure running up to the water's edge, throwing something into the sea and running back onto the beach. After watching the figure repeat this course for some period of time, the old man became curious about what was happening.

Eventually, he approached and found that it was, in fact, a young boy. The boy was bending down, picking up a starfish from the wet surf, running to the water's edge and throwing it as far as he could back into the sea. When the boy returned for his next starfish, the old man stopped him and asked, "Young man, may I ask what you are doing exactly?"

The young boy replied, "I'm saving the starfish, mister."

The old man looked around, and, noticing how many starfish were washed up this particular evening on the beach, said "But, young man, there are hundreds of starfish on the beach here, and thousands more along the coast. And this is just one beach among hundreds of beaches in this one small area..."

...Surely you don't think that you're really going to make a difference by throwing one starfish at a time back into the sea!"

With that, the young boy bent down, picked up another starfish, ran down to the water's edge and threw it, with all the strength that his little frame could manage, as deep into the sea as he could. When he returned, he looked up at the old man and, with a grin, said "It made a difference for that one."



There is something timeless about this motivational story. It inspires us because of the universal, but often forgotten, truth it holds.

Every day we live, everything we do, every thought we have makes a difference — even those days and things and thoughts that we (or others) might think are so incredibly insignificant at the time matter.

When you get frustrated by the enormity of something that must be done — when you feel that you won't be able to make a difference all on your own — when you think that your individual effort and small contribution to the world is insignificant in the grand scheme of things; remember the boy and the starfish.

Great civilizations, great companies, great solutions, great adventures and great relationships don't happen overnight. They are built slowly over a history of small events that unfold one after the other on a long journey of effort and exploration — one small moment at a time — one small effort at a time.

Tomorrow is just another day.

I am incredibly optimistic about it!

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