

TELECOM BUZZ !!!

"expanding telecom world horizon"



Walk & Talk on LTE
with VoLTE



India added 9.59
Million new
subscribers in Jan,
2012



Blackberry slashes
smart phone prices
by 26% in India

T&M Industry : All set to boom in the 4G era



From the Editor

The changing dynamics of the wireless space are revolutionizing the T&M industry as well. Though 3G roll outs did not live up to the growth expectations, an increase in the subscriber base coupled with the introduction of LTE, are expected to boost the demand of T&M solutions in the near future.

With customers expecting seamless service anywhere anytime, the operators must ensure a problem-free roll out of new technologies network so as to offer a decent QoE and reduce churn. Right from design, development, deployment, maintenance and optimization of the networks, T&M equipments are the need of an hour. With the emergence of new technologies and innovation in the telecom equipment space, T&M segment is continuously adapting to new standards in order to remain competitive. Customer Satisfaction, retention and lowering operational costs are seen as the basic drivers for T&M solutions and industry players are not hesitating to game upon them. Coming year will indeed be the exciting one for T&M players with the deployment of some most awaited technologies around the corner.

This issue of 'Telecom Buzz' has touched upon the T&M market scenario and their influence across industries. Your suggestions on the contents of this issue are welcome.

Budget 2012: Impact on Telecom Sector

- Mobile phone bills are expected to rise following a 2 % hike in the service tax proposed in the Union Budget 2012.
- Mobile phone parts are exempted from customs duty, however this will not have any major impact on the industry.
- Emphasis on rural economy and inclusive growth will have a positive impact on the rural penetration of telecom services.
- Inclusion of telecom tower infrastructure in the viability gap funding and incentives for solar powers will strengthen rural penetration
- There was no reference to broadband services. However this is likely to be addressed in the much awaited forthcoming National Telecom policy.

Upcoming Openings

- Circuit Switch Expert – Kenya (9-12 years of relevant experience)
- 2G / 3G Optimization Expert– Ericsson; (6+ years of relevant experience)
- Circle Head – Network Operations – Kenya (10+ years of relevant experience)
- Passive Services Head – Kenya (10+ years of relevant experience)
- Field Operations Engineers – M&G Circle (2-4 years of relevant experience)

Mail your resumes to hr.india@mcpsinc.com



Future of T&M Industry in the 4G era

Though 3G services has been launched in India, it still has to gain momentum and acceptance from the consumers as there are gaps in the service leading to low levels of QoS to the user. Network Operators have realized this gap and are working towards improving the QoS and thus ensuring better QoE to the consumer. This leads to the requirement of Test & Measurement equipments aimed at assessing and improving the quality of the networks. The customers' expectations are becoming more and more challenging to meet. They need seamless and uninterrupted services and are even willing to pay more for the high-quality services. Therefore organizations need tool that can provide an instant view of each individual customers' experience. This calls for a proper **Customer Experience Management** which will further boost the demand for T&M solutions.

The future of wireless will be riding on 3G, WiMAX/LTE deployment and VAS. Services like internet banking, web surfing, video conferencing, m-banking, m-health will be picked by users only if proven for reliability & QoS. This is a big reason to have test and measurement solutions in place. Past year was a good year for the test and measurement industry with increase in the buyer activity as compared to the previous year. This can be attributed primarily to the success of the overall Indian Telecom Industry and boom in handset manufacturing.

T&M COMPONENTS:

T&M equipment plays a pivotal role in the design, development, deployment, maintenance and optimization of telecom networks. The wireless test equipment market consists of signal generators, spectrum analyzers, network analyzers and telecom and datacom test equipment.

GROWTH DRIVERS:

Some of the growth drivers for T&M industry are :

a) **New Network Roll Out:** The need to have a highly scalable network without compromising on the QoS or QoE is driving the need for tests in this segment. LTE ecosystem from a T&M perspective will mainly involve the following areas:

- network operators preparing to launch LTE service who will use equipment for field and lab test during LTE trials and deployment.
- Infrastructure providers who will need to verify their equipment during R&D, production and in the field.
- Troubleshooting: On the occasion that monitoring is unable to identify the fault; the test equipment can find hard-to-diagnose problems.

b) **Mobile Number Portability:** With new policies around the 'number portability' customers are thus shifting focus from customer acquisition to customer retention.

d) **M2M:** The existing providers of M2M applications on 2G and 3G networks will be benefitted by roll- out of LTE networks which will find networks in energy monitoring, security, vehicle tracking etc. These applications need to be tested before deployment.

d) **Handset manufacturing:** With multifunctional smartphones hitting the market, the demand of measuring equipment used in manufacturing handsets in expected to rise. Introduction of smartphones are driving the explosive growth in mobile data markets.

It is expected that 81 LTE networks will be in commercial service by the end of 2012.

e) Increased chip development:

There is a strong agenda to test chip sets for LTE standalone as well as multi-mode chipsets supporting interworking to other technologies like 3G, 2G and CDMA.

f) The rise of **location based services** will also drive growth in the test market.

g) The **increasing operator and government focus on the broadband segment** will also lead to the building and expansion of broadband networks. The government has already sanctioned a Rs 200 billion fiber optic roll out project.

T&M FOR OPERATORS:

The telecom industry has been seeing large investments in two broad areas mainly migration to 3G cellular networks and IP based data networks. With new technologies network roll out, the more meaningful consideration today is the QoE (Quality of Experience) in order to retain the existing customers. With LTE network rollout beginning to gather momentum, effectively testing and measuring the network is critical so as to remain competitive in the market. There are a number of challenges that operators have to overcome such as:

- a) All IP networks require new interfaces and protocols.
- b) Mobile number portability could result in customer churn due to QoS issue.
- c) LTE Networks must work alongside and interoperate with 2G/3G networks.
- d) Wireline Operators offering triple play services have to compete with DTH and cable operators.

To overcome these challenges and in order to manage quality, grow revenue, reduce expense, the telecom operators must carry out tests and measurements to identify what is happening across the network and isolate troubles across the old and new technologies in the network.

MARKET DYNAMICS:

The global wireless test equipment market generated revenues of Rs.14, 880 crore (USD 3.1 billion) in 2011 and is expected to exceed Rs.27, 840(USD 5.8 billion) in 2017 with a CAGR (compound annual growth rate) of 11.0 percent from 2011-2017.

Projected Market Size for Test & Measurement in 2013

	INR (Million)	CAGR % (2010-2013)
General Purpose test equipment market	9500.00	12.0
Wireless Communication test equipment market	860.02	26.0
Lab Analytical Instrumentation Market	25400.00	24.8

Mass deployments of 3G & LTE, VAS, all IP Networks and the explosive growth of infotainment industry will be key for the coming years and will go a long way in providing the necessary impetus to the T&M industry. Now, it is to be seen how industry players take the opportunity of this promising situation and meet the needs of their customers.

MobileComm Assures A World Class Customer Experience Management Solutions

MobileComm has always been on the forefront of providing a complete customer satisfaction. We have built strategies, services, methodologies and networks to offer top of the line quality services to allow our customer standout in the competitive talent market place. We manage customer experience by offering portfolio of performance management services such as **Interference Testing, CW Testing & Model Tuning, EMF Testing, Network Benchmarking, Protocol & Interface Testing, Service Emulation & Testing.** For more information on our T&M Services contact -

Mr. Nishant Goel: nishant.goel@mcpsinc.com



'Walk & talk' on LTE with

Looking up a phone number online for someone you are talking to sounds impossible isn't it???

Well now that seems to be a reality with operators and service providers working on a new technology that's hitting the market really hard!!!

All the excitement about LTE during the past couple of years has been about data. Voice to date has not been part of the 4G/LTE experience; however service providers are now on the cusp of providing voice to their already existing LTE network by introducing VoLTE. Data may dominate mobile traffic, but voice and SMS still represents more than 70% of the operator revenue emphasizing the need to introduce voice on LTE networks.

Unlike previous 3GPP wireless technologies, LTE is an all IP Network architecture designed for data, and operators would be able to carry voice either by routing to 2G/3G systems or by using VoIP. In other words, It does not adequately support circuit switched voice services so carrying voice over LTE requires migration to a voice over IP solution commonly under the umbrella of IMS .When early specification work on LTE started, it was assumed that by the time LTE will be ready for deployment, IP multimedia system would be sufficiently advanced that a packet voice solution would be relatively simple to 'drop on top' of LTE. In reality, however LTE development has been faster than anticipated & IMS has been much slower. This has resulted in the development of 'IMS gap'. Until this migration to IMS occurs, LTE capable handsets need to revert to 3G or 2G for voice calls. With customer expectations always on increase for a seamless service anywhere anytime, industry players found out a technology called 'Single radio voice call continuity' (SRVCC) for carrying phone conversations over LTE networks. The technology called 'Single radio voice call continuity' enables a single radio in the handset to execute a seamless

handover of a voice call from an LTE network to a 3G Network.

Earlier in 2011, a technology was devised on smartphones known as 'Circuit Switched Fallback Technology' (CFSB). CFSB allows a single radio in the handset to dynamically switch from an LTE data connection to a 3G connection when the user needs to make or receive a call. SRVCC follows CFSB.SRVCC and CFSB allow both LTE and 3G network connections to be supported on a single chip. This new development eliminates the need for a second modem chip thereby reducing the cost and even size of future 4G/LTE handsets.

TARGET AUDIENCE FOR VoLTE

- VoIP Providers
- Incumbent Wireless Operators
- VoIP infrastructure and application companies
- VAS Developers.

This hints that we are heading to complete 4G future for mobile. VoLTE is still in deployment and the first deployments are not expected until around 2013.

What's Cooking ???

- Ericsson and Qualcomm have claimed 'First voice call' handover from an LTE mobile network to a WCDMA network using SRVCC.
- Voice over Internet (VOIP) services have been approved by the Indian Telecom Commission and will be released in National Telecom Policy 2012 : DoT
- Light reading reports that Verizon wireless plans a VoLTE roll out across its U.S footprint in 2013.

To attend a specifically designed one day workshop on VoLTE solutions. Email : trainingsolutions@mcpsinc.com



Key developments Across India

■ BlackBerry slashes smart phone prices by 26% in India

BlackBerry Curve 8520 is now priced at just Rs 8,999 while Curve 9360 costs Rs 18,990 and Torch 9860 is available for Rs 21,990. Commenting on the price cut, RIM's India managing director Sunil Dutt said: "RIM as a brand has moved from just an enterprise device to as a more consumer device. Be it our services or the product, we have seen a strong uptake by the youth and therefore, to get the devices into more hands, we are cutting the prices. The current price cut is thus clearly aimed at increasing the market share of RIM in India.

■ Telecom panel allows VoIP under National Telecom Policy

India's Telecom Commission has approved allowing voice over Internet protocol (VoIP) services under the National Telecom Policy (NTP), 2012, in a move that is aimed at making telecom services more affordable and which will also benefit companies such as Reliance Industries Ltd (RIL) that have plans, licences and spectrum to offer wireless mobile broadband services. The decision will come into effect next month.

■ Telecom incubator start up village in Kerela to have 4G connectivity

The India's first telecom incubator, Startup Village, will be made operational in Kochi, Kerala by April 2012. With a targeted investment of INR 1 billion (US \$19.6 million), the project aims to nurture over 1,000 student technology startups in the telecom space during the next 10 years. The incubator will select the best 100 ideas from the country for setting up of start-ups. The business ideas will be shortlisted and finalized by the panel, comprising of eminent personalities from the telecom industry.

Key developments Across Globe

■ NFC based phone sales to touch 100m in 2012 - Research

Some 100 million cellphones using Near-field Communication (NFC) technology will be sold this year, with sales more than tripling from a year ago, according to a research firm Berg Insight. Handset vendors released more than 40 NFC-enabled models in 2011, hoping to tap emerging market for mobile payments. Berg Insight said it expects the global market for NFC phones to grow to 700 million phones in 2016 from 30 million in 2011.

■ Google launches monthly user-activity feature

Google is offering to provide a monthly report to people who want to keep track of their activities on some of its most popular services. The tool unveiled Wednesday includes a breakdown of Gmail correspondences and search requests entered while logged in.

The summary also lists the web browsers and operating systems used during logged-in sessions. Google Inc also is reporting the countries where logins originated. These details could help flag unauthorized account usage. The monthly activity report will be sent to those by email who sign up for it.

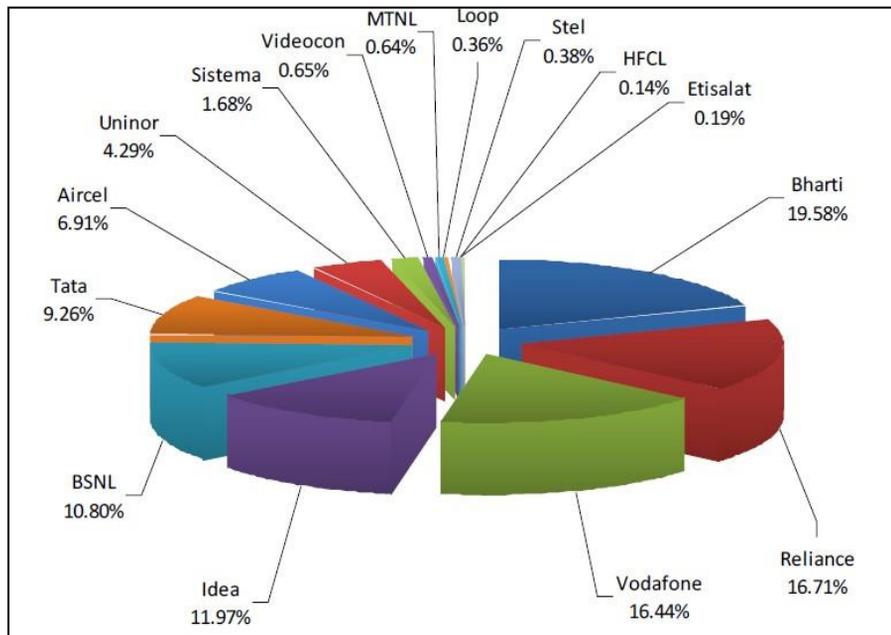
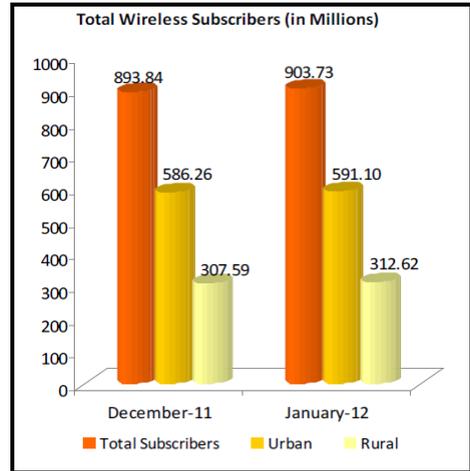
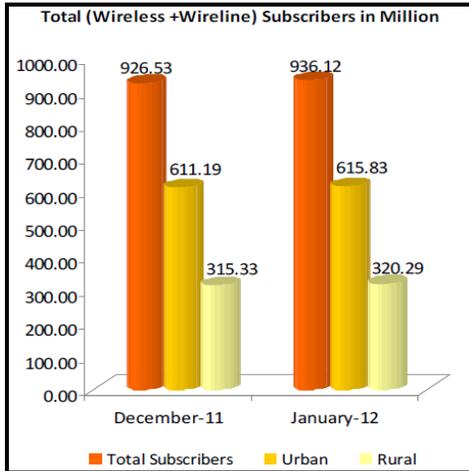
■ Sprint outlines planned investment in 4G and 3G

Senior Vice President, Network, Sprint, outlined the carrier's network vision program at the RCA Spring Expo. He said the company is working with equipment vendors Ericsson, Alcatel-Lucent and Samsung to create a 4G LTE network based on multimodal equipment with a significantly smaller footprint than that of the carrier's current equipment. WiMAX had been a good way for Sprint to begin offering 4G service, because it was available first, but that going forward Sprint will not release any new WiMAX handsets.



Telecom Subscription Data as on 31st January 2012

9.59 Million new mobile subscribers were added in January 2012 taking the total tally to 936.12 million as on January 2012.



Wireless Segment (GSM, CDMA & FWP)

Broadband subscription stands at 13.42 million

Total Broadband subscriber base has increased from 13.30 million at the end of December 2011 to 13.42 million at the end of January 2012, there by showing a monthly growth of 0.90%. Yearly growth in broadband subscribers is 19.74% during the last one year (Jan 2011 to Jan 2012).

MobileComm workshop confirms that this is really a 'boom time for telecom'

Once Again the workshop on '3G Optimization Strategies and Path to LTE' lived up to its reputation as one of the premier platform for knowledge sharing and networking event in Mumbai with people attending from all across India.

The workshop organized by MobileComm Technologies India Pvt. Ltd., an Indian subsidiary of MobileComm Professionals, Inc. began on Wednesday i.e. 22nd March, 2012 with two sessions – 3G Optimization Strategies followed by a session on Path to LTE. The daylong event attracted over 60 delegates filling the conference room to capacity with speakers, lively discussions, questions and useful information.

This initiative is fast becoming a major platform for industry professionals to exchange ideas, best practices and share experiences while increasing accessibility to technical information. We would like to thank all of you who helped to make this workshop a huge success.

PARTICIPANT'S FEEDBACK:

- *Very good basic workshop for 3G and LTE*
- Loop Mobile
- *Both the presenters were well prepared.*
- MTS India
- *Excellent workshop. The objectives were well defined*
- Aircel

Email us at trainingsolutions@mcpsinc.com to share your thoughts on the conference.

Visit our website www.mcpsinc.com to learn about our upcoming events.

Wish you all the best for your future endeavors and we're committed to helping you along the way.

Follow the link below to view our Workshop Photographs.

https://www.facebook.com/pg/MCPSINC/photos/?ref=page_internal

Life @ Mobilecomm : A Visit to 'Om Retreat Centre'

We understand that professional aspirations are important to each one of us. We also understand that it's important to get involved in the community, the environment and pursue other personal interests.

In the midst of today's busy lifestyle, a short outbound tour gives us an opportunity to pause and get relief from dreary and stresses job life, to make memories with colleagues and to laugh and enjoy what life offers.

MobileComm India's recent trip to 'Om Retreat Centre' was one such opportunity which enliven the employees with surprises, special moments

and unusual events. Om Retreat Centre is a unique, learning Centre of excellence with a serene and soothing atmosphere highly conducive for learning and retreat. Located 70 kms away from the hustle and bustle of the national capital New Delhi at Pataudi Road. It has the most important ability to replenish mental and emotional energy. Let the following feedbacks give you a glimpse of it:

- *"It was a very different experience, unexpected one. The positive things which I learnt there are:*



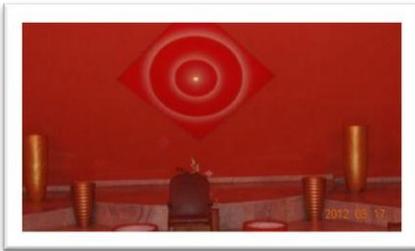
1. How your negative energy harm you.
2. Power of positive thinking and forgiveness.

3. There is almost 25 thought gave in your mind in every minute which can divert your concentration and you can decrease them by keep yourself busy

I specially like there way of representing there thoughts by some meaningful example and game."

- Rahul Sharma (Software Developer)

- *The workshop arranged at ORC by the name "Enhancing Spiritual capacity & Effectiveness" for MobileComm employees was a pleasurable experience. I felt myself more & more stress free with the end of every class.* - Mahipal Panwar (HR Executive)

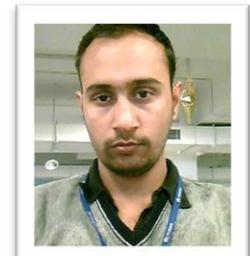


Movers & Shakers for the Month

Your staff are the key to your success!!!

DHEERAJ YADAV:

Currently deployed on 'TATA Rajasthan' project, his intelligence and efficiency has driven our company to new heights and had set an example for other employees. His contribution to the team is unmatched and achievements as individual insurmountable..



The young gun of MCT 'Dheeraj Yadav' has shown a very professional attitude with excellent performance on project of "TATA Rajasthan" which is highly appreciated. We have given him responsibilities and he adopted and groomed himself to more than expected on planning front and support to field optimization teams during SCFT and cluster activities.

- Huawei Telecommunications

NSN-GBDT-MH&G Team:

Someone has rightly said, "Individually we are one drop. Together we are an ocean." Teamwork is the ability to work together towards a common vision. One such teamwork directed towards organizational objectives was exhibited by our 'NSN-GBTD Team'.

We would like to congratulate all the achievers who have excelled, thanks to their talent and winning spirit



Rajinder Pal Prashar



Anil Athokpam



Abhishek Kumar

What goes around comes around !!!

One day a man saw an old lady, stranded on the side of the road, but even in the dim light of day, he could see she needed help. So he pulled up in front of her Mercedes and got out. Even with the smile on his face, she was worried. No one had stopped to help for the last hour or so. Was he going to hurt her? He didn't look safe; he looked poor and hungry. He said, "I'm here to help you, ma'am. Why don't you wait in the car where it's warm? By the way, my name is Bryan Anderson." Well, all she had was a flat tire, but for an old lady, that was bad enough. Bryan crawled under the car looking for a place to put the jack, skinning his knuckles a time or two. Soon he was able to change the tire. But he had to get dirty and his hands hurt. As he was tightening up the lug nuts, she rolled down the window and began to talk to him. She told him that she was from St. Louis and was only just passing through. She couldn't thank him enough for coming to her aid. The lady asked how much she owed him. Any amount would have been all right with her. She already imagined all the awful things that could have happened had he not stopped. Bryan never thought twice about being paid. This was not a job to him. This was helping someone in need, and God knows there were plenty, who had given him a hand in the past. He had lived his whole life that way, and it never occurred to him to act any other way. He told her that if she really wanted to pay him back, the next time she saw someone who needed help, she could give that person the assistance they needed, and Bryan added, "And think of me." He waited until she started her car and drove off.

A few miles down the road the lady saw a small cafe. She went in to grab a bite to eat, and take the chill off before she made the last leg of her trip home. It was a dingy looking restaurant. The whole scene was unfamiliar to her. The waitress came over. She had a sweet smile, one that even being on her feet for the whole day couldn't erase. The lady noticed the waitress was nearly eight months

pregnant, but she never let the strain and aches change her attitude. The old lady wondered how someone who had so little could be so giving to a stranger. Then she remembered Bryan.

After the lady finished her meal, she paid with a hundred-dollar bill. The waitress quickly went to get change for her hundred-dollar bill, but the old lady had slipped right out the door. She was gone by the time the waitress came back. The waitress wondered where the lady could be. Then she noticed something written on the napkin.

WHAT GOES AROUND COMES AROUND



There were tears in her eyes when she read what the lady wrote: "You don't owe me anything. I have been there too. Somebody once helped me out, the way I'm helping you. If you really want to pay me back, here is what you do: Do not let this chain of love end with you."

Under the napkin were four more \$100 bills. That night when she got home from work and climbed into bed, she was thinking about the money and what the lady had written. How could the lady have known how much she and her husband needed it?

With the baby due next month, it was going to be hard. She knew how worried her husband was, and as he lay sleeping next to her, she gave him a soft kiss and whispered soft and low, "Everything's going to be all right. I love you, Bryan Anderson." There is an old saying "**What goes around comes around.**"

*Do BAD it will hit you ten times worse,
Do good it will come BACK 100 times
BETTER.*



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