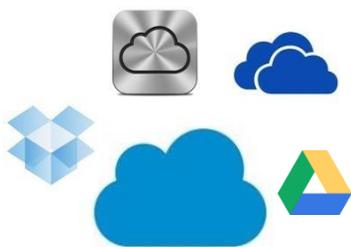


TELECOM BUZZ

"expanding telecom world horizon"

Mobile Apps Explosion: Making Life Easier



The Next Evolution in
Data Storage: Cloud
Storage



Bharti Airtel lifts
stake in Qualcomm's
India 4G broadband
venture



Bharti Infratel selects
MobileComm India as
their competence
delivery partner.



Editorial

According to a report, Walmart handles more than 1 mn customer transactions every hour feeding databases at more than 2.5 petabytes which is equivalent of 167 times the books in American library of congress. Facebook is home to 40 billion photos while the mobile web receives 217 new users every minute of the day. The above data shows that the world generates an unimaginable vast amount of data every day. Hence the impetus today lies on the organizations as to how they can effectively and securely store the large amount of data that is knowingly or unknowingly produced every day.

As they say, there is always a well-known solution to every human problem, and so for the problem of data explosion the solution is 'cloud computing'. Few may think that 'cloud computing' is a new technology but in a real sense, it is just the newest name for what has been around since the mid-90s. It has completely revolutionized the way both individuals and organizations store, access and share their data.

Many organizations have already jumped on the cloud bandwagon and moving forward, we expect more and more organizations deploying cloud for their day-to-day use. Bring your own device (BYOD) is another strategy that organizations are seen employing these days, which will further necessitate the use of cloud computing.

After all said, we look forward to some collaborative actions in the industry that could steer the healthy development of cloud computing.

Key Company Highlights

- MobileComm partners with **Indus Towers** for EMF Survey and EMF measurement in four circles namely, Gujarat, Rajasthan, Haryana and Punjab.
- **Bharti Infratel** selects MobileComm as their preferred 'Learning Partner' .
(More info on : Page 7)
- MobileComm bags 184 Man-days training from **Idea Cellular** on 16 IP-RF Based Courses to be conducted across Pan India.
- MobileComm delivers a two days workshop on "**EMF Compliance – Theory to Practical**" to Bharti Infratel Planning teams
- Banking upon its strong software development services and EMF Expertise, MobileComm has developed a **National EMF Portal for COAI/AUSPI**.

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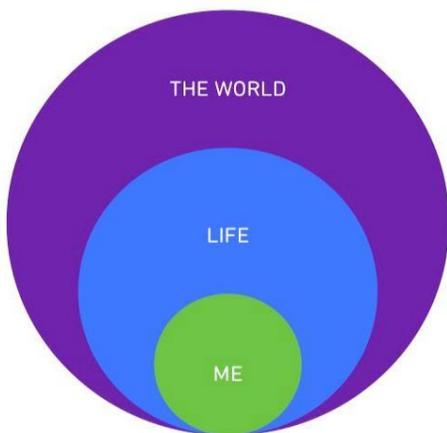
Mobile Apps Explosion: Making Life Easier

Mobile Applications have become an indispensable part and our lifestyle has become more relaxed and hassle free.

The smartphones and applications they carry are changing the way we interact, travel, eat i.e. they are changing every aspect of our lives. Right from the moment we wake up in the morning to news consumption throughout a day, gaming, photo sharing, booking a cab, shopping, every moment has now become a mobile moment. They have become an indispensable part and our lifestyle has become more relaxed and hassle free. With smartphone penetration now at 50 percent in the U.S., the world of apps is also seeing a rise in popularity.

According to a new report from Nielsen, mobile consumers download more apps than ever before, with the average number of apps owned by a smartphone user now at 41, a rise of 28 percent from the 32 apps owned on average last year. The question that needs attention is whether applications have changed our lifestyle or is it the other way round? Once started with basic emailing, the application market is slowly and steadily venturing into areas like health and fitness, Education, agriculture and rural development.

MTV Networks recently released the results of 'Love 'Em or Leave 'Em: Adoption, Abandonment, and the App-Addled Consumer', a thought leadership study conducted in partnership with Latitude. According to the study, Apps are changing our life in 3 Fundamental ways:



APPS CREATE 'ME' MOMENT: 87% of participants said: "Apps let me have fun no matter where I am or what I'm doing."

APPS MAKE EVERYDAY 'LIFE' BETTER: 77% of participants said: "Apps are my personal assistant."

APPS ARE A WINDOW INTO THE WORLD: 91% of participants said: "Apps expose me to new things."

NIKE IS CHANGING THE WAY PEOPLE MOVE

Nike, in December last year launched the 'Nike+ Fuel band' that is changing the way people go about their daily training and how they manage their fitness goals. The company aims to build an ecosystem of apps around its Nike Fuel platform and, in the process, to increase loyalty among users of its FuelBand device.

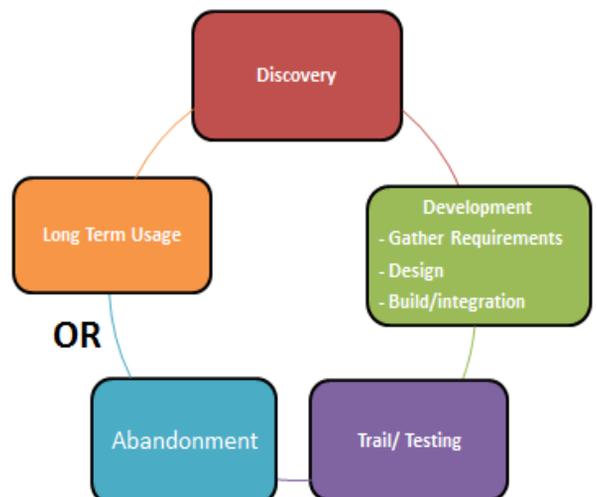
Healthcare:

Although health applications won't ever replace the doctors but they are expected to be widely accepted by people for the diagnosis and treatment of medical ailments. Applications such as 'Diabetes Diary' successfully monitor blood glucose level, insulin recordings and offer an added functionality to forward the data being recorded to healthcare professionals via portals or email.

Education:

Education and learning is no more restricted to hefty books and journals. With more and more people becoming addicted to the backpocket proximity of the handheld devices, learning has even gone mobile. The Applications like 'mMentor' that lets you learn the bits and bytes of highly competitive Telecom Industry while on move is in demand these days.

LIFECYCLE OF AN APP



APPLICATIONS MARKET OVERVIEW

The term 'App' was listed as 'Word of the Year' by the American Dialect Society in 2009.

Most popular App stores:

 **Apple App Store**

Total Downloads:
50 BILLION

Total Apps Avail:
850,000

 **Google Play**

Total Downloads:
48 BILLION

Total Apps Avail:
800,000 +

 **Blackberry App World**

Total Downloads:
3 BILLION

Total Apps Available:
120,000

 **amazon appstore**

Total Downloads:
16 MILLION

Total Apps Available:
75,000

 **Nokia Store**

Total Downloads:
365 MILLION

Total Apps Available:
116,583

 **Windows Phone Store**

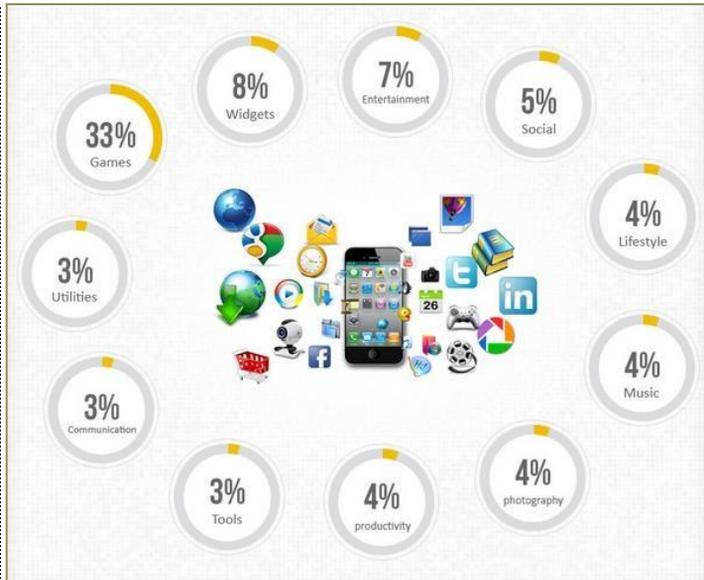
Total Downloads:
½ MILLION

Total Apps Available:
145,000

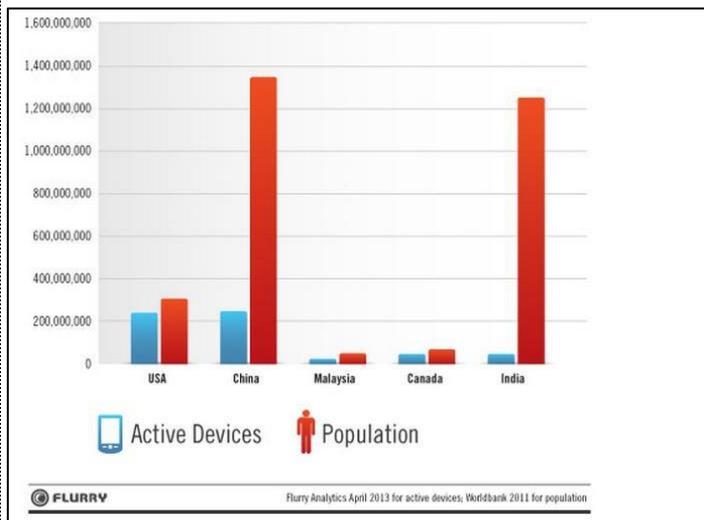
Source : topapps.net

Most Popular Type of Apps

Wide variety of mobile apps are available among which the most popular ones are for games that accounts for total of 33%. Widgets hold 8%, Entertainment 7% Social 5%, and Lifestyle, music, photography, productivity together accounts for 4% of the total share. Tools, communication and utilities on the other hand hold 3% of the total share.



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The Next Evolution in Data Storage: Cloud Storage

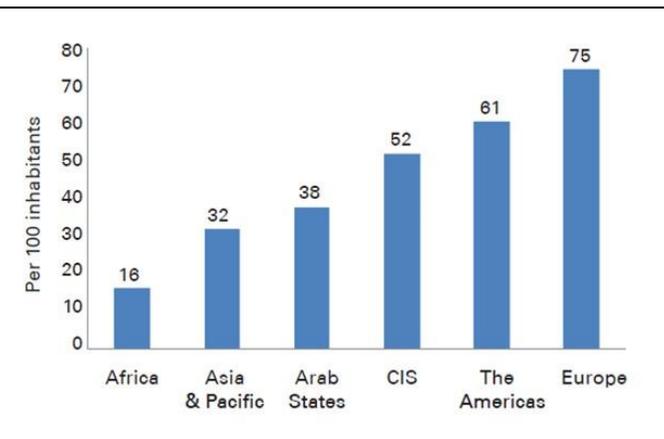
In 2013, cloud services are expected to fare far better than the previous years

Cloud computing has brought a paradigm shift in how businesses and individuals operate. Alongside the evolution of internet, data storage has also expanded to accommodate the ever-increasing data produced by organizations.

In 2013, cloud services are expected to fare far better than the previous years. As internet gains impetus and more and more individuals enters the online ecosystem (shown in the data below), more and more people are expected to use online storage for saving their files. At this juncture, cloud is something that provides assured storage and security for the user files that can be accessed from anywhere in the world.

Moreover as big data is all set to become a big name this year, large volume and variety of data will be stored on cloud, making it a common place for masses. Isn't it time your storage technology kept pace?

2.7 billion People – almost 40% of the world's population – are online



Internet Users by Region 2013*

Source : ITU
Note : *Estimate

The above statistics shows that the world contains an unimaginably vast amount of digital information/Data which is getting even vaster ever more rapidly. Going forward, cloud computing seems to be at the forefront for coping with an increasingly data – heavy ecosystem. So, how do you determine if the cloud is the right solution for your business? Let's try and demystify today!

CLOUD: ONE SIZE DOES NOT FIT ALL

It is a common misconception today that one size fits all in cloud computing. However, that is not the case. The user can choose from various:

Deployment models

- **Private Cloud** - The cloud infrastructure has been deployed, and is maintained and operated for a specific organization.
- **Community Cloud** - The cloud infrastructure is shared among a number of organizations with similar interests and requirements.
- **Public Cloud** - The cloud infrastructure is available to the public on a commercial basis by a cloud service provider.
- **Hybrid Cloud** - Composition of atleast one Private Cloud and atleast one Public Cloud.

Service Models

- **Software as a service (SaaS)** - provides complete applications to a cloud's end user.
- **Platform as a service (PaaS)** - comprises the environment for developing cloud applications
- **Infrastructure as a service (IaaS)** - offers storage and compute resources that developers and IT organizations can use to deliver business solutions.

Operating Models

- The customer owns and operates it.
- The cloud provider owns and operates it.
- The customer owns the solution but the provider operates it.

THE STATE OF CLOUD STORAGE 2013

On June 1st 2012, the number of objects stored in Amazon S3 reached

1,000,000,000,000

One trillion

OR

142 objects for every
person on Planet Earth

MobileComm Professionals Inc.

DATA SIZE

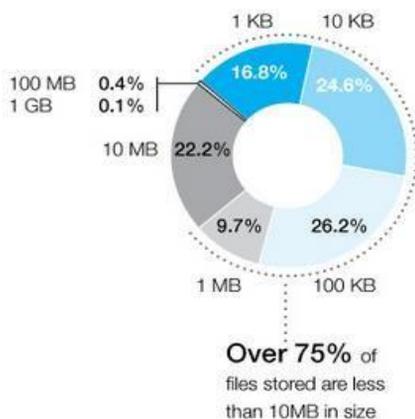
It is estimated that there is over 1 Exabyte of data stored in 'the cloud'

At year-end 2016, more than 50 percent of global 1000 companies will have stored customer sensitive data in the public cloud

- Gartner

WHAT SIZE FILES ARE USERS STORING

File Size distribution of files stored by the typical enterprise user



Infographic source : Cloud Tweaks

MYTHS DEBUNKED

Myth #1 : You don't know what is cloud computing

Chances are that you've already used some of the cloud based services. Your Yahoo mail account, Gmail, Hotmail accounts work on the concept of cloud computing. You just log in through your unique ID and password and there you are! The social networking sites (Facebook, Twitter), blog (wordpress, BlogSpot), app stores (android market, apple stores) are some of the cloud based services.

Myth #2 : Cloud is not secure

Every day you store loads of important data such as music, files, images on your PC and smartphone. What if someday your hardware breaks and you lose all you files? Even a mere thought of it gives goose bumps rite? With cloud services, if all the hardware encounters a problem, you don't lose files since they are not stored on that particular hardware. All you have to do is turn to another computer or laptop, sign in and gain access to all your files.

Moreover, cloud providers these days have a dedicated team of security experts and processes in place that ensure full compliance with regulatory, and industry standards.

Myth #3 : Cloud uses pay-per-use model of pricing

Undoubtedly, Companies can save a lot using cloud services

since the maintenance of the server, infrastructure, security or upgrades will be handled by the provider. But if you take a closer look, the costs are variable and can add up very quickly.

Users can opt for pay –per-use model wherein they can pay for what they use, there are also subscription-based pricing model available that offers fixed monthly or annual costs. Therefore, it becomes important for the businesses to decide in advance as to which pricing model they would like to opt for.

Myth #4: Cloud computing is complex

Cloud computing isn't that complex as it seems. In simple plain English, cloud computing means storing and accessing data on the remote machines owned by another company. You don't have to buy those expensive software or software licenses.

The word 'cloud' here stands for 'the internet'. This means all your data is stored and accessed over the internet instead of your laptop's or PC's hard drive. You just open a browser, log in and start using it.

CLOUD COMPUTING AND TELCOS

One of the crucial assets that telecom operators possess is the large local customer base, especially of Small-and-Medium-sized Enterprises ("SME"), with whom Operators are in constant contact.

A good quality cloud service requires seamless connectivity between the users and third party providers. Since telcos already have an expertise in connecting and managing networks, they can act certainly add value to the existing cloud networks by employing techniques like caching, optimization and maintenance of the network. In addition they can offer device management, on top of the regular network management services.

Secondly, operators can partner with third party providers and offer their Software-as-a-service and platform-as-a-service along with their own services to their established enterprise network. Also, they can set up their own data centres (cloud Infrastructure) and offer their own as well as third party provider services on it. As an Infrastructure provider, they can even offer various hardware and computing software that their customers may require.

As we conclude this article, we strongly believe that as long as cloud lives, changes in telecom sector are inevitable.



■ Government Clears 100% FDI in Indian Telecom Sector

Opening the doors to foreign investments, government on Tuesday raised the cap on FDI in Indian Telecom sector from 74% to 100%. "Basic and Cellular Services (fix phone and mobile services), existing has been 74 percent and up to 49 percent automatic route and 74 percent through FIPB route. Now there is raising of cap from 74 to 100 percent in basic and cellular services. Up to 49 percent remains under automatic route and 49-100 percent through FIPB route," Commerce and Industry Minister Anand Sharma said here.

The telecom service providers are the ones that have to comply with FDI norms and the increased FDI limits are expected to pour in around Rs.10,000 crore of investment for the sector.

■ Cable companies push Wi-Fi services; to Deploy 250,000 Hotspots by mid-2014

If reports are to be believed, cable multi-system operators are all set to make a mark in the Wi-Fi space and extend their broadband footprint. According to the research report by Heavy Reading, U.S. cable firms will deploy more than 250,000 Wi-Fi hotspots in U.S by mid-2014, an increase of more than 60 percent on the current installed base (As reported by Fierce Wireless).

Currently, the cable companies have deployed about 174,000 Wi-Fi hotspots throughout the United States, which is up from the 150,000-plus hotspots deployed by the members of the CableWiFi roaming alliance, which includes Comcast, Time Warner Cable, Cox Communications, Cablevision and Bright House Networks.

■ Bharti Airtel lifts stake in Qualcomm's India 4G broadband venture

In order to boost its 4G uptake in the country and expand its presence, Bharti Airtel has increased its stakes at Qualcomm's Indian 4G venture from 49% to 51%. With this acquisition the entities of Qualcomm's 4G venture that hold licences to offer 4G services in Delhi, Mumbai, Haryana and Kerala will now become Airtel's subsidiaries.

■ ZTE wins China Telecom's annual tenders for PON equipment and broadband terminals

ZTE Corporation has been recently selected in all 13 of China Telecom's annual tenders for passive optical network (PON) equipment and broadband terminals for 2013 (As reported by cellular-news). ZTE has long been a main supplier of FTTx products to China Telecom as part of the strategic partnership between the two companies. This year, ZTE won tenders for the strategically-important 10Gigabit-EPON (10G-EPON) products in 14 provinces, as the category was included in the China Telecom annual tenders for the first time.

■ Worldwide PC Shipments in the Second Quarter of 2013 Declined 10.9 Percent: Gartner

Worldwide PC shipments dropped to 76 million units in the second quarter of 2013, a 10.9 percent decrease from the same period last year, according to preliminary results by Gartner, Inc. "We are seeing the PC market reduction directly tied to the shrinking installed base of PCs, as inexpensive tablets displace the low-end machines used primarily for consumption in mature and developed markets," said principal analyst at Gartner.

"In emerging markets, inexpensive tablets have become the first computing device for many people, who at best are deferring the purchase of a PC. This is also accounting for the collapse of the mini notebook market. Lenovo was back in the top position showing strong growth in the Americas and EMEA, while a major decline in Asia/Pacific. While HP was slightly behind Lenovo, HP is a market leader in key regions including the U.S., EMEA and Latin America.

■ Airtel India asks DoT to allocate numbers for testing voice over its 4G networks

According to the report by Economic Times, Bharti Airtel's subsidiary Wireless Business Services has asked DoT to allocate 25,000 numbers out of mobile number series in its four service areas including Delhi and Mumbai to start testing of voice call services on 4G. "We ... intend to test voice services on our LTE (4G) network being deployed at Delhi, Mumbai, Haryana and Kerala service areas for which numbering is required," Wireless Business Services said in a letter to the DoT.

■ AT&T to Acquire Leap Wireless for \$1.2 Billion

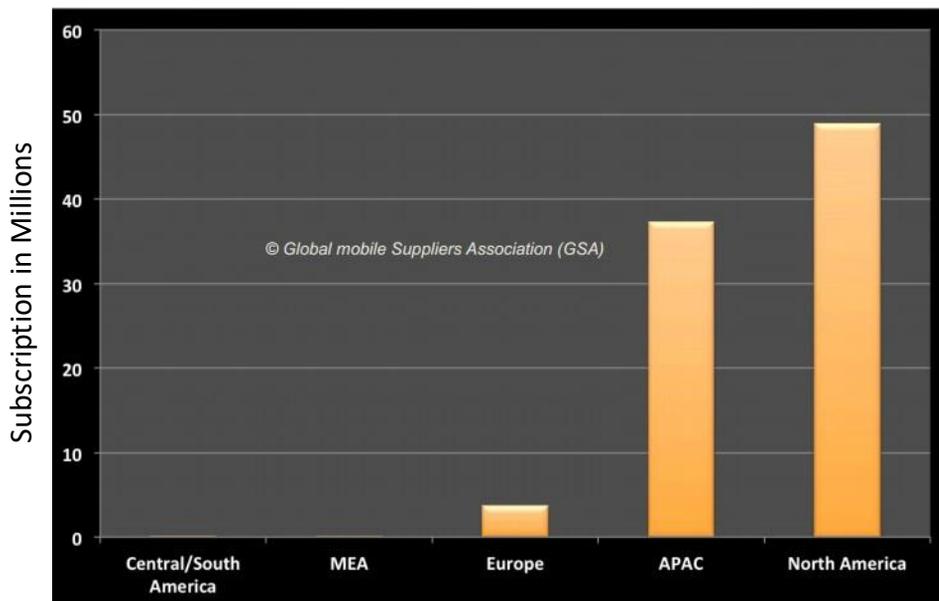
AT&T Inc. said on Friday it will acquire prepaid wireless provider Leap Wireless International Inc., which operates under the Cricket Wireless brand, in a deal valued at about \$ 1.2 billion. s part of the agreement, AT&T will get Leap's wireless properties, including its licenses, network assets, and stores, as well as its subscribers, which number around 5 million.

As the No. 2 wireless provider in the United States, AT&T has been looking to grow in a mature market and has been urgently seeking access to additional wireless spectrum. It has held talks to buy smaller rival Leap Wireless International last year, Reuters reported.



Global LTE Subscriptions Increased to 90.2 Million in Q1 2013: GSA

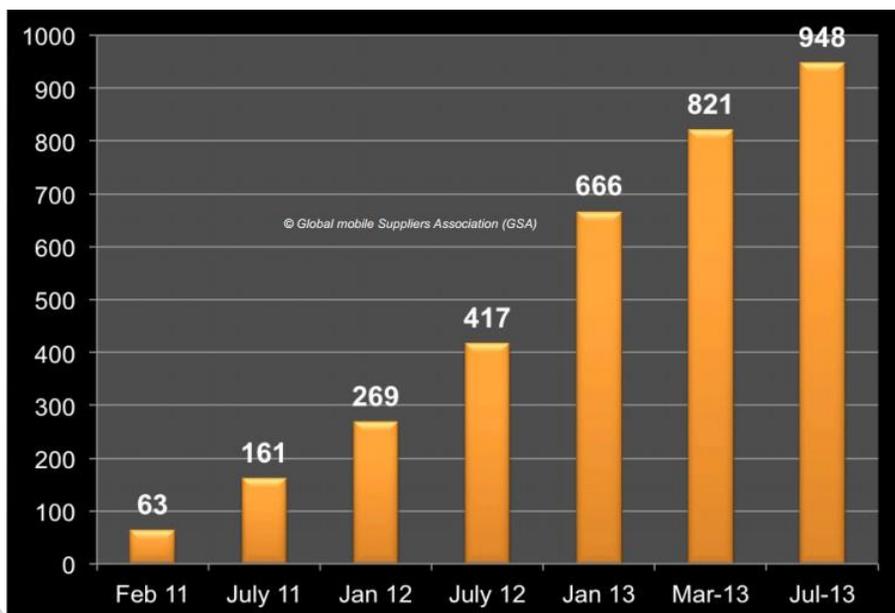
LTE Subscriptions Regional Shares: Q1 2013



- Q1 2013 total LTE subs = 90.2 million
- > 21 million LTE subs added in Q1 2013

Source of data: Informa Telecoms and Media, May 22, 2013

LTE user devices growth



- 948 LTE User Devices Announced by 100 manufacturers
- 200 devices can operate in TDD mode

MobileComm Crosses New Frontiers on EMF

1. MobileComm added another domain to its competency development services by delivering a twoday workshop on “EMF Compliance – Theory to Practical” to Bharti Infratel Planning teams across the Pan-Indian circles.
2. MobileComm displayed its expertise on EMF and software development by [developing a National Portal for COAI/AUSPI](#) which has been shortlisted and sent to DoT/TEC for approval.

In collaboration with all the private operators, MobileComm developed one common portal for all the operators’ sites in the Chandigarh city. This portal has the functionality where in all the operators’ data for the city is synchronized, the operators can check the EMF compliance for any changes made to their network and thereby keep the radiation levels on their sites within the prescribed limits.

3. MobileComm [partners with Indus for EMF Survey and EMF measurement](#) in four circles namely, Gujarat, Rajasthan, Haryana and Punjab.

MobileComm Partners with Bharti Infratel

Bharti Infratel, a leading telecom tower infrastructure provider has selected MobileComm India as their competence delivery partner. As a learning partner, MobileComm will offer in-depth training programs to build competency and knowledge around the entire Infratel portfolio including Active Infra Understanding.

The course is designed to provide a basic guideline to CI’s, Zonal Managers who are responsible for controlling all activities on ground and is delivered by certified instructors from MobileComm who have extensive real-world industry experience. The sessions supporting this partnership commenced in May, 2013 with a three days workshop actively attended by around 140 participants from Bharti Infratel. The objective achieved is that the attendees are now able to identify the active infrastructure components on the cell sites and are capable of doing the active infra dimensioning on their cell site.

About Bharti Infratel Limited:

Bharti Infratel is one of the world’s largest telecom tower infrastructure providers, that deploys, owns, manages telecom towers and communication structures for all wireless operators. In India, Infratel has over 34,000+ towers, across 18 states, and 11 Telecom circles, and still growing.

About MobileComm Learning Services:

Apart from being leaders in cellular networks design and optimization, MobileComm function on the frontiers of telecom technology and impart training to the leaders in the business. Its training portfolio spans theoretical & practical aspect of RF Technologies and Networks, Circuit Switched and Packet Switched Core Networks, BSS Network I&C and Operations, Microwave and Optical engineering, Software and Networking courses, VAS Courses.

For more information about MobileComm’s diverse portfolio of Learning services visit: <http://www.mcpsinc.com/>



8 Harsh Truths that will Improve Your Life

By Glen Allsop of DumbLittleMan

They say life is what we make of it. By the end of this post, I hope to have helped you decide whether that statement is true or not.

There is no doubt that life has its ups and downs. However, how we deal with them can sometimes make all the difference. Today I want to share eight harsh truths that I've come to learn from life. There's also a message in each that I think we can all learn from, and when applied, will improve our lives infinitely. Some of these lessons may be old-hat for you. If so, look for ways to refine the idea to ensure your getting the most out of it. On the other hand, you may completely disagree with an idea or two and that's great! Let us know your thoughts so we can all learn from each other.

1. Friends Come and Go

When I was in high school, I always imagined spending most of my life with the same people. Then when I realized I had to move to college, that all changed. Once again, I made some close college friends but left them all behind.

Important Lesson: There are an abundance of amazing people out there for you to meet and build relationships with. If you don't have many friends, don't stress, there are literally billions of friendship possibilities.

2. You Won't Always Get What You Want

You won't always get what you want in life: people are going to be late, people will let you down, items you want won't always be available. **Important Lesson:** Don't look for happiness in material possessions and if things don't go your way, learn to accept them. Life's too short to stay miserable.

3. Many People Will Love You, but Many Will Not

Whether you are a celebrity, a charity worker or just a normal guy, there are going to be people that love you and what you do, but there's also going to be plenty people that don't like you. **Important Lesson:** Not everyone is always going to like you, and that's fine. If people want to spend time talking about you then that is their problem. You are perfect as you are.

4. Nobody Can Transform Your Life Like You Can

Wouldn't it be lovely if we didn't have to go up on stage, but we could just read a paragraph of a blog post and become a perfect public speaker? The support and help of others can only take you so far, you're going to have to do your own thing to make big changes in your life situation. **Important Lesson:** Do things for yourself and learn to stand on your own two feet. People you rely on won't be around forever, and you don't want to have to use others as a crutch to get anywhere in life.

5. You Are Going to Fail

As the saying goes - "Only those who are asleep make no mistakes". **Important Lesson:** You can learn a lot from others, but it is your own failures that are going to teach you the most valuable lessons in life. Learn from your failures, embrace them, and use them to drive you on to success.

6. Rain Will Sometimes Cancel Play

On some occasions when you have your shorts on and you're ready for the beach, it's going to rain. Things aren't always going to go how you would like them to. **Important Lesson:** Don't stress about the things that you can't control. Learn to live with things that happen. You can't change the past, but you can change how you react to things.

7. There May Be No Tomorrow

At least, not for you anyway. We never know what is around the corner, a car crash, a heart attack; heck...even the end of the world is *possible*. **Important Lesson:** Make the most of each day. Make sure the people you care about actually know it, don't worry about little matters, just make sure you spend time doing the things you love.

8. Someone Else Will Always Have More

Whether it is money, partners, friends or even blog subscribers, there will always be areas where other people have more than you. The wanting of more actually holds a very important lesson... **Important Lesson:** Just because someone has 'more', that doesn't mean they are happy. Read the biography of any celebrity and they will tell you they enjoy their process of earning money, rather than what money can do to make them happy. In other words, focus on what you love, not what the thing you love can get you.



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