

# TELECOM BUZZ

*"expanding telecom world horizon"*

**Small Cells:  
What's the Deal?**

## Embracing Mobility "Enterprise Mobility to revolutionize business"



**Introducing  
"Strategic Thinking and  
Competitive Advantage"  
workshops**



5G: What the next generation of telecom could look like?



USA's Telecom Stability Driven by Data Growth, but Concerns Exist for 2014



Blackberry to enhance Enterprise Mobility Management

Telecom Bytes



Achievements



## Editorial

Mobile technology has revolutionized the way we live, work and play. It is a revolution being led by consumer preferences initially forcing enterprises to follow. The market changed disruptively with the introduction of Apple's iPhone, which transformed user's expectations of mobile experiences. For the telecom sector, the initial waves of technology change through wireless connectivity and new devices have been followed by intuitive applications, engaging software tailored for smartphones and tablets, now deeply embedded in consumer life.

Market predictors still hold the view that enterprise mobility will dramatically change the structure of networks. BYOD is quickly becoming the norm, with 71 percent of companies allowing, accommodating and encouraging the use of personally owned devices.

### Our Take

Mobility and applications have become the unique selling propositions for Enterprises, to vend their devices with group of applications that assist end users with practical aspects and functionalities.

The Telco Business Application Framework today, allows hosted and managed mobility services to enterprises along with micro blogging platforms to take advantage of social networking paradigms to ensure better employee connect.

Mobility in enterprise is not just the way an organization transforms itself but a much larger force bringing the world closer and enriching connected experiences.

We hope you'll find this issue interesting. Drop us your suggestions or feedback at [newsletters@mcpsinc.com](mailto:newsletters@mcpsinc.com)

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## Key Company Highlights

- MobileComm takes immense pride to be pronounced the registered partner with **MTN group**, providing customized training which aims at boosting productivity and efficiency of corporate executives. This partnership now gives MobileComm access to all the 23 countries where MTN operates.
- MobileComm's Global Delivery center has developed capabilities in the **Big Data** arena to provide applications and services. We are engaged by Tier-1 carrier in US to develop customized solutions to big data managements and manipulation, to provide solutions to monitor hardware failures, firmware upgrades, subscription/congestion detection & control, logical separation of networks, administrative and monitoring applications.
- MobileComm, is now a registered partner of **Dlink** India. This move will bring Dlink's product portfolio to the Wi-Fi segment to Telecom and enterprise customers.
- MobileComm continues its commitment by successfully delivering learning solutions on "**Enterprise Mobility**" to MTN in South Africa and "**Data Evolution**" to Vodafone, India.
- Now a registered partner with **Vodafone** group, MobileComm gains a competitive edge in providing competent learning services. We now provide PAN India Vodafone Trainings.



# Embracing Mobility: Enterprise Mobility to revolutionize Business

Mobility is rising as an essential constituent of the enterprise application structure with the availability of mobile devices

According to Gartner, worldwide smartphone sales to end users reached 225 million units by the second quarter of 2013 and rising, with a growth of 46.5 percent year-over-year surpassing feature phone sales of 210 million units. Enterprises are waking up to these tectonic shifts, recognizing that mobile enablement is as big an inflection point in their long-term business strategy as the first wave of internet was. It transforms employee, partner and customer experiences.

Wireless and telecommunication providers are no longer just providers of networks and voice services but instead are at the center of a vibrant ecosystem reinventing user and enterprise experience and bridging the consumer and enterprise world. Telecommunications providers offer the broadest range of mobility solutions, especially in categories including device and network management.



## MOBILITY MANAGEMENT – Lifeline or a challenge for Enterprises?

Mobility is quickly rising as an essential constituent of the enterprise application structure with the availability of mobile devices, and increased interest in mobile applications have driven demand for enterprise mobility products and availing apps to their staff and to the customers.

According to Forrester the growth of mobility in enterprises segment has rose to three-fold. Mobility management in the telecom industry is a challenging game for enterprises. The rationale behind it is that, globally, Telecoms Industry is facing massive competition and pressure because of new solutions while optimizing the accessible systems in order to maintain low costs; convergence of services such as voice, Internet, and TV, moreover enhancing superiority and effectiveness of existing services; testing services and applications for quality assurance, device compatibility, and performance; and Integrating disparate systems and implementing new ones.

In an organization structure, BYOD and mobility management has emerged as a complex process for the large enterprises that are operational across geographies.

## STAYING IN CONTROL OF GLOBAL COMMUNICATIONS .....With New Enterprise Mobility Solutions

By using the Mobility Management portal enterprises can assure extensive mobility capability with in a secured environment and address the mobile needs of their organization. To gain excellence in mobility, enterprises need full-life cycle services for complete enterprise mobility enablement with deep specialization in mobility structures, user experience design, hand held platforms, deployment and specialized quality assurance.

Whereas, 71 percent of enterprises believe mobility is a top priority for their business and 63 percent believe it to be the greatest factor in helping their organization gain a competitive advantage.

### SEE THE FULL PICTURE

Mobility effectively improves productivity and widens enterprises consumer space. These mobile solutions and applications are strengthening the enterprise users, partners and customers to implement and interrelate in real time.

Telco's also have a strong heritage in enterprise applications and consumer applications so that they can deliver an end-to-end mobility solution to customers. These days, they are catering to verticals like healthcare, financial services, energy, manufacturing, retail and consumer packaged goods, public sector, travel, and hospitality. They are also exploring mobile data and video services to increase revenue and profitability. 3G and 4G wireless technology rollouts require telecom providers to upscale existing services and introduce new ones. Applications like M- commerce (enabling commercial transactions on mobile phones), M- wallet and m banking (full-fledged banking and credit services) enhance customer experience. Mobility solutions for field force, offline data storage solutions enhance employee efficiency and productivity through applications that provide on the move, and anytime access to enterprise resources.





# SMALL CELLS: What is the deal??



1GB per user per day in 2020: Do we need a small cell on every street corner?

Small cells may be one of the hottest topics in the wireless infrastructure space today, but their impact has yet to show in the United States and many are beginning to question their relevancy: *Do they really matter, and, will they really play a major role in U.S. wireless carrier networks and the marketplace?*

Many operators are considering using [small cells](#) to target congestion. But is it as simple as putting a small cell on every street corner? The answer is: not necessarily. Small cells need to be placed close to the traffic demand, so the first step is to identify the capacity hotspots and see what's happening there. The optimum capacity forecast and related upgrade plans can be made on this basis.



## SMALL CELL BOOM TO BEGIN .....

With the initial LTE builds nearing completion, the next steps in network expansion will revolve around densification. These efforts, combined with continued capacity expansions, will drive new network requirements, which is where we find the strongest theoretical case for small-cell expansion. As with most new network technologies, adoption has been slower than analysts expect, but expansion needs remain. With business still in the early innings, questions about small cells should be rooted more in whether or not there are alternatives that are more economical or if key market impediments exist that need to be overcome in order for a carrier-deployed, small-cell boom to begin.

Carriers are heavily focused on building network density. Since adding cell sites directly improves service and network capacity, small cells can play a role here, but the extent to which they impact the market depends on which flavors carrier network expansions come in.

## THE ECONOMICS

We must consider the costs of small-cell deployments, each of which includes the upfront costs of site acquisition, permits and zoning, construction and network engineering. Recurring costs include all those associated with macro sites – network maintenance, backhaul, site leasing costs, utility costs, etc.

While each of the cost elements has its own issues, we find that the key recurring cost item that remains a stumbling block in the economics of small cells is backhaul. Wireless operators expect macro site backhaul characteristics for each small cell but at significantly lower price points. In turn, in many cases wherein backhaul providers would need a new-build to anticipated small cell locations, challenges exist with respect to making return on investment targets fit within expected prices. For now since the economics of small cell deployments have yet to be fully defined and workable alternatives exist, the long-term outlook for small cells also remains not well understood, and whether or not they are relegated to niche applications or will generate the small-cell boom many analysts have predicted remains to be seen.

## THE BOTTOM LINE-Deploy the right small cell solution in the right place

Small cells continue to present intriguing technologies with the potential to meet operator requirements for expanded density (and capacity) and maximize the use of existing spectrum assets. In the future as small-cell players innovate, driving stronger economic viability, look for outsourced models wherein ecosystem players provide more than single-element solutions, perhaps including outsourced servicing and maintenance that enable carrier to better justify small cell expenditures. Based on the hotspot analysis and capacity forecast, the right type and number of small cells, Wi-Fi, and in-building solutions can be planned in the right location to achieve an optimum solution that avoids over and under dimensioning and delivers capacity where it's needed most. Finally all technologies, cells and layers have to work together seamlessly to keep technology handover faults to a minimum.



So do operators need a small cell on every street corner?

Probably not, but we can start with identifying the right street corners.

## ■ 5G : What the next generation of telecom could look like

“5G” is the catchall title for what scientists, inventors, software developers, universities and a host of companies involved in developing and operating telecom networks are working on as the next generation of infrastructure estimated to arrive on the airwaves circa 2020 and beyond. The continued growth of video over the Internet, the explosion of machine-to-machine products and services, new industries such as wearable technology, new uses of data such as in augmented reality – all mean that quality of service must be high, access ubiquitous, data rates capable of meeting customer demand, customer price points sustainable and operations costs low enough to allow for data-based profitability.

5G is a conglomeration of concepts including new wave frequency management, software defined networks, network function virtualization and more that together may yield a new, flatter, lower latency and less costly infrastructure.

## ■ New Canadian Code of Practice comes into Effect from 2nd Dec 2013

The Canadian Radio-television and Telecommunications Commission (CRTC) today marked the coming into force of its wireless code, which enables Canadians to cancel their contracts at no cost after a maximum of two years. The code also makes it easier for Canadians to understand their contracts for cellphones and other mobile devices and sets out their basic rights. The coming into force of the wireless code marks the beginning of a more dynamic marketplace for wireless services, Rather than feeling trapped by their contracts, Canadians will be able to make informed choices about the wireless services-and service providers-that best meet their needs every two years, if not more often.

## ■ Mobile Sales Records on Thanksgiving Day, Black Friday

For the first time more than 24 percent of online sales during Thanksgiving Day and Black Friday occurred on smartphones and tablets, a record increase of 118 percent year-over-year (YoY), according to analysis by Adobe.

Apple iOS-based devices drove more than \$543 million dollars in online sales, with iPad taking a 77 percent share. Android-based devices were responsible for \$148 million in online sales, a 4.9 percent share of mobile driven online sales.

## ■ Telecommunication Tariff released by TRAI (India)

TRAI has released a Telecommunication Tariff Order 2013; describing a ceiling tariff for the use of USSD based mobile banking services (Quality of Service) Regulations, 2013. It will establish a framework, facilitating agents of the bank to consolidate with the access provider for use of SMS, USSD and IVR channels to provide enhanced mobile banking services to all the citizens. The ceiling tariff for an outgoing USSD session for USSD-based mobile banking service shall be Rs. 1.50 per USSD session. The Mobile Banking Regulations, 2013 shall come into force on 1st January, 2014.

## ■ Indian Economy to benefit by the commercial launch of 4G services in China Mobile

India is among those markets where large rollouts of LTE networks are waiting to happen, but due to lack of ecosystem it gets delayed. The commercial launch of 4G services in China Mobile next month will cater few benefits to the Indian Economy, improving the economies of scale for LTE vendors. India will be using 2300MHz for their services.

## ■ Blackberry to enhance Enterprise Mobility Management:

Blackberry has launched a new service known as BlackBerry Enterprise Service 10 (BES10) version 10.2 enhancing the Enterprise Mobility Management. Many corporate users who are already part of the Early Adopter and Beta programs are going through the trials of its latest version. Already 30,000 BES10 had been installed so far. The BES10 version will include features like Expanded Multi-Platform support, BYOD enrolment for iOS and Android, Self-Service portal and Reduced Cost.

## ■ USA's Telecom Stability Driven by Data Growth, but Concerns Exists for 2014

Fitch Ratings says that the U.S. Telecommunications sector's outlook is stable based on long-term, robust data service demand and general stability in credit protection measures. However, some concerns remain about the commitment and capability of certain companies to recover from past leveraging activities.

Data service demand transcends all subsectors of the industry and should be pushed by a growing penetration of smartphones/connected devices, expanding internet accessible video entertainment, high bandwidth wireline interconnection requirements, data hosting, cloud and other data sensitive services. Accelerated and aggressive infrastructure investment also has positioned the sector favorably to respond and garner greater cost controls from a growing Internet protocol (IP) operating environment.

In general, debt-to-EBITDA leverage and EBITDA-to-interest coverage levels should be stable in 2014 for the industry. While EBITDA is expected to grow in aggregate by mid-single digits, higher debt is offsetting any leverage improvements. Liquidity remains strong with a favorable near-term maturity schedule.



# The Diverging Performance: EU vs. U.S wireless markets

## THE DIVERGING PERFORMANCE OF EU and U.S WIRELESS MARKET ( A GSMA Report)

As recently as five years ago, markets for mobile wireless services in Europe were performing on par with, or even better than, markets in the United States. Today, there is broad agreement that the EU has fallen behind in at least some dimensions, and especially with respect to the deployment of next generation LTE networks. While European consumers pay less per month than those in the U.S., U.S. consumers use their devices more intensely than consumers in the EU, and thus pay relatively lower unit prices. beginning in 2008, U.S. adoption of 3g data services outpaced adoption in the EU, and U.S. carriers have a clear lead in deploying 4g networks. The consumer value created by the move to 4g networks has generated increasing revenues for U.S. carriers, while EU carriers have not kept pace.

### MONTHLY REVENUE PER SUBSCRIPTION Average, 2012 Q1-Q4



Source: broadbandcommission.org

## INVESTMENT AND INNOVATION

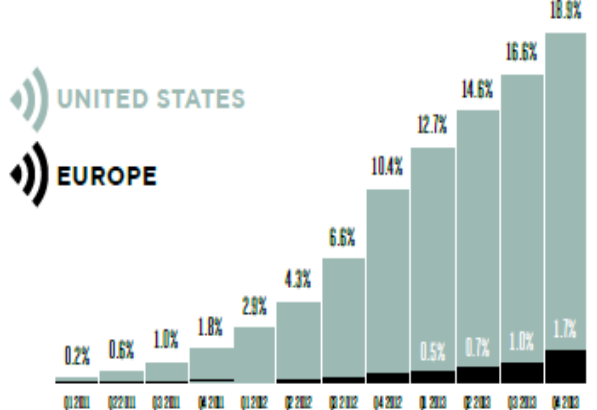
Ultimately, the deployment of new telecommunications infrastructure depend on investment, and the data show mobile wireless investment in the US has outpaced the EU.

EU is lagging well behind the U.S. in deployment of next generation wireless infrastructures and the advanced services they make possible, and that EU consumers are worse off as a result. EU regulatory policies have resulted in a fragmented market structure which prevents carriers from capturing beneficial economies of scale and scope and retards the growth of the mobile wireless ecosystem.

### WIRELESS CAPEX IN EUROPE VERSUS THE U.S. Index 2007 = 100



### LTE CONNECTIONS AS PERCENTAGE OF TOTAL 2011-2013 PROJ., EU VERSUS U.S.



Source: GSMA Wireless Intelligence



# Strategic Thinking & Competitive Advantage Workshops

**MobileComm is now engaged in providing Experiential Strategy Workshop Designed for AVP, VP & GM level personnel**

Strategic thinking and Competitive Advantage is a rigorous experiential strategy workshop. It is aimed at helping participants to develop a clear conceptual understanding of strategy and providing them with the tools and techniques essential to excel in the field of strategic management.

Key Takeaways

- ✓ Formulation of visions and strategies, budgets and action plans
- ✓ Gain insight of possible risks and repercussions of business strategies in complex market situations
- ✓ Implement decisions across functional domains in a competitive business environment
- ✓ Knowledge of the financial impacts of decisions on bottom line profitability
- ✓ Gain hard skills of planning, forecasting and functional combined with the soft skills of leadership, people management and communication
- ✓ Develop an invaluable integrated management perspective
- ✓ Enhance fact-based analytical decision-making

## PROGRAM STRUCTURE

Multiple Round increases Skill Development and Retention

### TEAM STRATEGY and PLANNING SESSION



Teams review the case study and define the Team strategy, Roles, & Goals

### CONTENT SESSIONS



Facilitator or Leader conduct knowledge development sessions to build new skills

### SIMULATION ROUNDS



### DEBRIEF SESSIONS



Facilitator take on role of industry analyst to debrief the results of simulation, highlighting business and leadership decisions

### APPLICATION SESSIONS



Participants define specific action plans that deliver the business results.

To register for the workshops call Anu Malhotra at +91 8375992639 / Swati Singh at +91 8375971817 OR Send the name, designation, email address, and mobile number of each participant at [anu@mcpsinc.com](mailto:anu@mcpsinc.com)

For further details contact us: [trainingsolutions@mcpsinc.com](mailto:trainingsolutions@mcpsinc.com)





# Creating a Passionate Work Culture

In 1976, Ken Thomson one of the 10 richest men in the last decade inherited a \$500-million business that was built on newspapers, publishing, travel agencies, and oil. By the time he died, in 2006, his empire had grown to \$25 billion. Ken wasn't a business genius. His success came from being a principled investor and from surrounding himself with good people and staying loyal to them. In return he earned their loyalty. For the long-term viability of any enterprise, Thomson understood that you needed a viable corporate culture. So he cultivated good people and gave them his long-term commitment and support. From these modest principles, an empire grew.



Here are eight rules for creating the right conditions for a culture that reflects your creed

## 1. Hire the right people

Hire for passion and commitment first, experience second, and credentials third. There is no shortage of impressive CVs out there, but you should try to find people who are interested in the same things you are. You don't want to be simply a stepping stone on an employee's journey toward his or her own (very different) passion. Asking the right questions is key: What do you love about your chosen career? What inspires you? What courses in school did you dread? You want to get a sense of what the potential employee believes.

## 2. Communicate

Once you have the right people, you need to sit down regularly with them and discuss what is going well and what isn't. It's critical to take note of your victories, but it's just as important to analyze your losses. A fertile culture is one that recognizes when things don't work and adjusts to rectify the problem. As well, people need to feel safe and trusted, to understand that they can speak freely without fear of repercussion. But listening is equally important. It's important to listen to what's happening outside your walls. What is the market saying? What developments, trends, and calamities are going on?

## 3. Tend to the weeds

One of the most destructive corporate weeds is the whiner. Whiners aren't necessarily public with their complaints. They don't stand up in meetings and articulate everything they think is wrong with the company. Instead, they move through the organization, speaking privately, sowing doubt, strangling passion. These people simply aren't a good fit. Your passion isn't theirs. Constructive criticism is healthy, but relentless complaining is toxic. Identify these people and replace them.

## 4. Work hard, play hard

To obtain passion capital requires a work ethic. It's easy to do what you love. In the global economy we can measure who has a superior work ethic, who is leading in productivity. A culture where everyone understands that long hours are sometimes required will work if this sacrifice is recognized and rewarded.

## 5. Be ambitious:

"Make no little plans: they have no magic to stir men's blood." These words were uttered by Daniel Burnham, the Chicago architect whose vision recreated the city after the great fire of 1871. The result of his ambition is an extraordinary American city that still has the magic to stir men's blood. Ambition is sometimes seen as a negative these days, but without it we would stagnate. You need a culture that supports big steps and powerful beliefs.

## 6. Celebrate differences

When choosing students for a program, most universities consider more than just marks. If you had a dozen straight-A students who were from the same socio-economic background and the same geographical area, you might not get much in the way of interesting debate or interaction. Great cultures are built on a diversity of background, experience, and interests. These differences generate energy, which is critical to any enterprise.

## 7. Create the space

Now innovation is prized. In cutting-edge research and academic buildings, architects try to promote as much interaction as possible. They design spaces where people from different disciplines will come together, whether in workspace or in common leisure space. Their reasoning is simple: it is this interaction that helps breed revolutionary ideas. Culture is made in the physical space. Look at your space and ask, "Does it promote interaction and connectivity?"

## 8. Take the long view

If your culture is dependent on this quarter's earnings or this month's sales targets, then it is handicapped by short-term thinking. Passion capitalists take the long view. We tend to overestimate what we can do in a year, but underestimate what we can do in five years. The culture needs to look ahead, not just in months but in years and even decades. Keep an eye on the long view.





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