



Telecom World Insights

GLOBAL ANALYSIS LTD

Volume 1, Issue 161

By Rodney Espinoza / re@globalanalysis-ltd.com

Saving OPEX with REMOTE DATA-FILL?



Remote Data-fill for your complex network is an intelligent option in order to save millions of dollars in OPEX, by hiring an experienced company to perform the task, ideal for re-parenting and roll-out mass work

One interesting option used already in a shy manner by vendors and very little by Operators is the remote data-fill. This intelligent strategy can save million of dollars a year to any efficient operator, reducing significantly their OPEX, internal resources and time to market.

Mass data-fill work loads are common and the personnel of the Operator or vendor can't cope with the amount of work rapidly and therefore more resources are hired for a peak of work, in the case of the vendors as additional qualified resources which are hard to find and in the case of the Operators the outcome is fatal since it requires the head-count increase to be prepared for the work peaks increasing notably the expenses.

In an study performed by GA, we concluded that by using REMOTE DATA-FILL with a qualified company Operators can reduce their O&M work-force in 20% and vendors can reduce their consultants head-count by at least 30%.

We highly advise you to consider the option of the REMOTE DATA-FILL as a service on demand, pay as you go with a qualified company with experience in the field and powerful tools to support itself as Global Analysis Ltd.

In Numbers please, an approximation at least?:

- Consider that RAN costs stands for 40% of all OPEX, 4 times more than Billing costs.
- NetShieldX help you to obtain a RAN OPEX reduction as much as 30% in a no roll out scenario and aprox. 50% in a roll out scenario.
- Creation of Revenue by Network Auditing Console and Capacity Monitoring. ARPU increase.
- Around 70% increase in your Operational Efficiency saving millions of dollars.

- Reduce the time to remedy critical performance issues in your network by more than a 100%.

Want to know more?

[Download Newsletter 161](#)



Inside this issue:

SAVING OPEX WITH REMOTE DATA-FILL?	1
THE COSTLY RE-PARENTING (RE-HOMING) HOW TO MINIMIZE IT	2
TO VOLTE OR NOT TO VOLTE	3
MANAGED SERVICES CONTRACTS, IMPACT	3
THINK GLOBAL	4

“RAN OPEX REDUCTION AS MUCH AS 30% IN A NO ROLL OUT SCENARIO AND APROX. 50% IN A ROLL OUT SCENARIO”



Re-Parenting is a high cost complicated operation, using a state of art tool as NetShieldX can save you millions of dollars. The obvious choice is NetShieldX

“MINIMIZE YOUR OPEX, THOSE 100 MAN-HOURS PER MONTH IN REPARMENTING ARE NOT JUSTIFIED”

The Cost of Re-Parenting (Cutovers, Re-Homing) and How to minimized

If you are a small or a big operator RF and BSS workload you endure weekly in re-parenting (re-homing/cutover) activities is normally quite high, perhaps the most time consuming activity together with capacity management and optimization.

In addition to the amount of man-hours you have another factor that is considered by managers while budgeting the activity, and it is the human error factor, the data-fill creation is normally done manually or with rudimentary excel in-house tools that are not human-error probe, therefore a wise manager normally adds up a 20% up just to cope with human error.

Another important factor is the time consuming and the number of resources required to perform what is suppose to be a simple task. In normal conditions, meaning without a commercial professional tool to perform the activity in automated mode you will require at least 3 resources full time for an average of 30 sites per week. That is a common figure and a very inefficient manner to use your resources in something very manual that could be done in automated mode by a tool

- **So, How Much it cost me?**

It cost you approximately 100 man-hours per day in a medium size network with over 5000 sites, which in normal conditions will perform over 300 cutovers per month!

Did you read that number right?

- **How Can I Minimize that cost and use my resources in more productive activities?**

You have two options, built in-house a professional tool to support cutovers or buy off-shelf a ready made professional cutover tool.

I will recommend you without hesitation to buy an off-shelf solution for many reasons, among them:

- It will be cheaper, even though you think that in-house development is cheap, that is not the case it cost much more and RISK MANAGEMENT is a factor to consider.
- You will have a SLA contract with the provider company that will be tailored to your necessities, which is impossible to match in-house with your own employees.
- You are not a soft-

ware company. I know some CTOs will disagree but most experienced consultants and analysts in the market will agree. Most in-house development end up lost, re-started, spin-off in new ventures. All of them are a huge OPEX and end up as money lost.

- **Which tool should I buy?**

As the CEO of Global Analysis Ltd I will recommend you NetShieldX in a snap, we are quite good at what we do and we believe we are the best in class but that is for you to judge.

These specific arena does not have many players commercially due to the difficulty of the task and constant evolution of the technology, which makes the follow up and update high cost. However you will find other solutions in the market that promise to do the job efficiently.

In summary, anything better than a few excel spreadsheets or an in-house OPEX generator solution.



TO VOLTE OR NOT TO VOLTE , That is the question...

VOLTE (Voice over LTE) is the next feature to jump into if you don't want to be left behind.

I do not see any options, operators need to continue monetizing from voice and for that they need to create sales strategies that protect their current voice plans and move them into the full IP wagon using LTE.

Currently operators are jumping into LTE not considering VOLTE, they are offering "4G" as pure data packages, this in my opinion is a mistake. Operators

need to protect their voice contracts and sell data as a bundle or add-on package, but attached to the voice one, unless they sell a data-usb package IMSI secured, meaning that it will work as 4G only with the USB-MODEM, otherwise it will not provide data connection.

In the case of smartphones, operators that fail on protecting their voice base will be unrolling the red carpet to Microsoft and Google in the market fight with VoIP, which at the end is what operators will be offering with VOLTE, but over their

own networks with the quality of service level that we are paying for (we can dream huh?, but definitely most times better than internet VoIP providers).

There are still challenges to overcome with VOLTE; the feature is not fully operational, it will be soon, and the price is worth it.



"OPERATORS AND VENDORS SHOULD BE FOCUSING ON CREATING VALUE FOR THE END USER"

Managed Services Contracts, How that will impact me?...

Management Service is about saving money to the organization, making the company more efficient and adding value to the stock holders, period.

Now, to achieve that have a high level impact in any cellular operator, specially in those Operators that are quite mature and have grown weak, technically and at management level with a lot

of room for improvement. The normal scenario is to move the whole CTO organization into the Management Services Vendor (Ericsson, NSN, Huawei, IBM, HP, others...). However there are Management Services that are less drastic including only the BSS department or the IT department, either way they are engineer to save OPEX, which means

that some redundant positions will be moved or removed...

In any case the impact during the first year in terms of work-security is minimum to none. The transfer from the current organization into the new one is normally done with no changes the first year, so you will have time to assess your future.

Single RAN?

SINGLE RAN is an "old" concept running in the telecom "virtual corridors" for over 3 years and it is finally a reality and a very successful one.

Every vendor now is offering their SINGLE RAN solution which is empowering operators to have LTE, WCDMA and GSM all in

one Radio Base Station, lets call it eNode, love the name. Operators at the moment that are signing for LTE are getting extraordinary good deals to upgrade their current networks by swapping all their old gear into new Single RAN products.

If you are thinking to SWAP your current vendor, push

single RAN, you will save in power consumption, antenna systems, coax cables, and equipment, at the moment it can't get better than this!.



Contact us:

E-mail:
info@globalanalysis-ltd.com

Our Mission:

To assist wireless network operators and vendors with the most technologically advanced consulting and man powering service solutions available, ensuring value for invested money and client satisfaction.

Operations:

- Consulting, Training and Software for Cellular Operators
- Multiple vendor expertise
- Vendor service provider: Ericsson, Nokia, Motorola, Alcatel Lucent
- Advanced understanding of all major system technologies
- Proven 2G, 2.5G, 3G(UMTS/HSPA), 4G(LTE) man powering in system roll outs, planning and optimization
- *Leading Optimization Techniques*
- *Management Services Consulting*

Our Products:

NetShieldX, our Cellular Configuration Management, Network Audit and Troubleshooting tool. NetShieldX is our enterprise solution, containing the necessary tools that every Operator requires, in order to reduce its CAPEX/OPEX

Visit our web site product section:

<http://www.globalanalysis-ltd.com/products.aspx>

Do not forget to visit!
www.globalanalysis-ltd.com