

WiMAX Consultancy Service

Increase broadband opportunities with Worldwide Interoperability for Microwave Access differentiating your business in the market.

Increasing broadband penetration with a difference

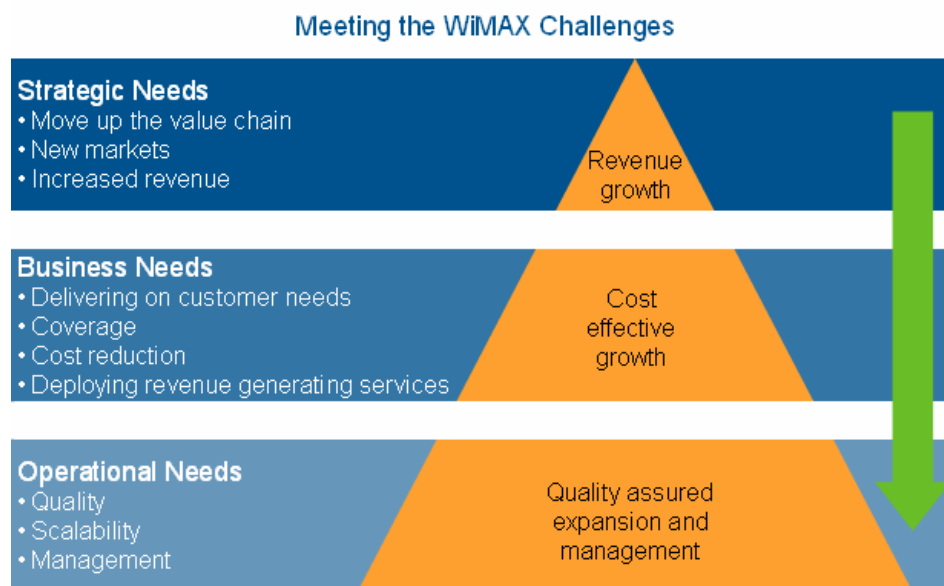
The rollout of broadband networks is being pushed by governments, with wireless broadband licenses being awarded in both mature and emerging markets. WiMAX (Worldwide Interoperability for Microwave Access) technology provides a means to increase broadband access. With over 305 commercial WiMAX networks in 118 countries, WiMAX connectivity is forecast to reach over 75 million by 2012.

However, despite all of the activity, many telecoms operators are confronted with a number of key strategic and operational issues stemming from WiMAX technology. The market opportunity from WiMAX will be subdued if telecoms operators do not extend beyond basic broadband access. Basic connectivity will just be another "me too" service offering. The proposition needs to be differentiated from existing current wireless broadband services. In a challenging environment like this, it is important to have a clear strategy, understand when and how the technology should be deployed, and limit the costs whilst maximising the benefits.



Telecoms operators' challenges

Telecoms operators across the globe are facing challenges based primarily on their maturity in the market and their existing deployed infrastructure. They need to deliver healthy returns for their shareholders and delight their customers.



Key challenges faced by fixed-line operators seeking to deploy WiMAX are

- Compatibility with their own strategy
- Deciding upon and addressing threats from competitive technologies such as LTE, WCDMA/HSPA.
- Identifying revenue generating applications that have been proven to be supportable over WiMAX networks (including the dependency on the availability of end-user devices).
- The ability of the chosen technology to meet the growing demand for wireless broadband access.

Mobile operators have their own set of concerns:

- The extent of the impact that mobile WiMAX will have on the operators' existing mobile and wireless broadband access businesses.
- If they decide to proceed with WiMAX deployments, determining the feasibility and practicality of operating two disparate wireless broadband technologies (mobile WiMAX and WCDMA/HSDPA/HSPA).
- The best approach to position both technologies.
- Understanding the seriousness of the threat from new entrants who are deploying mobile WiMAX, hoping to disrupt the wireless broadband market.

Supporting our clients

BT Telconsult offers a comprehensive range of consulting services in the WiMAX domain and can help clients in:

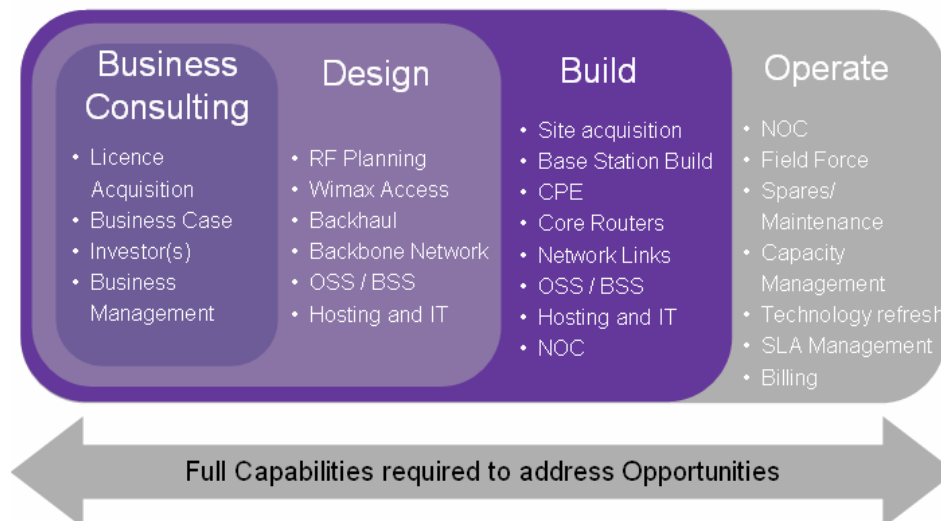
- Developing a market strategy and business case for investing in WiMAX technology.
- Project management and consultation with vendors for WiMAX rollout.
- Producing a licence application in response to an invitation to tender from a regulator or government body.
- Trialling equipment from different vendors in order to determine the optimum choice for the client's needs.
- Designing the backhaul, core and interconnect networks for the WiMAX rollout.
- Product development for applications and services to be deployed over the WiMAX network.
- Auditing and quality assuring designs produced by vendors.
- Developing a detailed radio plan for WiMAX deployment.

Our approach

BT Telconsult offers a unique modular approach commencing with strategy, through business case development to infrastructure deployment and operation. The approach includes an analysis of existing strategy, portfolio, infrastructure, processes, operations, organisational setup and market landscape.

BT Telconsult's methodology involves examining the positioning relative to alternative technologies to ensure the strategic goals are aligned with business and operational plans. Deliverables will address the necessary portfolio, organisational and infrastructure requirements and provide recommendations for the subsequent strategy execution and technology implementation.

We believe in strong team work and close collaboration with our clients, with focused client involvement in each phase of a project to generate measurable value. We believe in tangible deliverables, not just recommendations and will actively involve subject-matter experts across BT's knowledge network.



Client benefits

BT Telconsult can help you address the key challenges your company may face in rolling out WiMAX.

You can be confident that BT understands and will minimise the associated risks while seeking to maximise your business benefits.

We can help you:

- Prepare a sound business case to support investment in WiMAX.
- Maximise chances of success when applying for licences.
- Ensure revenue-generating services are developed, with a thorough and established process-oriented approach.
- Ensure the design meets the end-to-end features of quality, scalability, performance and resilience.
- Create an optimal deployment plan which will be fully supported by vendors.
- Benefit from the transfer of experience and skill sets.



Bringing it all together

Offices worldwide

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Why BT

BT is one of the leading telecoms operators globally and widely recognised for its innovation and thought leadership. We operate in one of the most competitive markets. Within the wireless broadband domain, BT is active in many standards bodies and organisations. We are an Executive Committee Member of the Wireless Broadband Alliance, part of the Fixed Mobile Convergence Alliance, active in international regulatory bodies such as the ITU-R and we also have a board position in the WiMAX Forum.



BT has conducted a number of trials on next generation wireless broadband including:

- Proprietary technology trial at 2.5 GHz (key WiMAX spectrum and Adaptive Antennas) at Adastral Park, Belfast and Birmingham
- Pre-WiMAX technology trial in 3.4-3.6 GHz band (for Fixed Broadband Wireless Access) at Adastral Park
- Mobile WiMAX in 2.3 GHz band at Adastral Park and Birmingham – Europe's first mobile WiMAX trial

BT has rolled out wireless broadband to 12 UK cities and has extensive experience of devices, applications and infrastructure technologies related to wireless broadband. Working with Birmingham (the largest municipal authority in Europe) and Westminster City Councils, BT has helped develop applications for improving services in the cities, ensuring the investments deliver acceptable returns for our customers.

About BT Telconsult

BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries. We are part of BT Global Services and leverage BT's experience and expertise as a 21C Next-Generation Communication Provider to help our clients overcome the challenges they face. Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation.

For more information please visit <http://bt-telconsult.com>