

NETWORK Optimization

Improve quality of network service and efficient network planning

I SITUATION

KEY FINDINGS

Telcos need to adjust to the latest generation of consumers who are tech savvy and demand premium service. They must:

1. Improve overall quality of service

- 68% of Respondents** Improving customer experience was a high priority for 68% of the telco respondents
Source: OVUM survey
- 67% Cust. Churn** Monthly voluntary churn in the industry ranges between 1.9% and 2.1% (annual ranges can be from 10% to as high as 67%)
- NEED to increased satisfaction** as a result of better service coverage, reliability and data connectivity for faster download speeds

2. Build-out a smarter network

- \$24.3 billion in 2013** Global capital spending on the 4G/LTE infrastructure forecasted to triple in 2013
Source: Yahoo Financials
- 2 billion by 2015** the number of smartphones in use globally recently topped 1 billion and forecasts that number to exceed the 2 billion mark by 2015
Source: Strategy Analytics
- NEED to optimizing coverage and capacity** for maximum ROI and providing intelligent network build-out and upgrade strategies based on data usage and data quality

3. Manage 4G network deployment

- 4G** Upload 2-5 Mbps
Download 5-12 Mbps
- VoLTE (4G voice) and LTE (4G data)** will transform the way telcos monetize services by offering more and bundled services
- NEED to reduce churn rates and improve customer satisfaction scores** with premium 4G rollouts

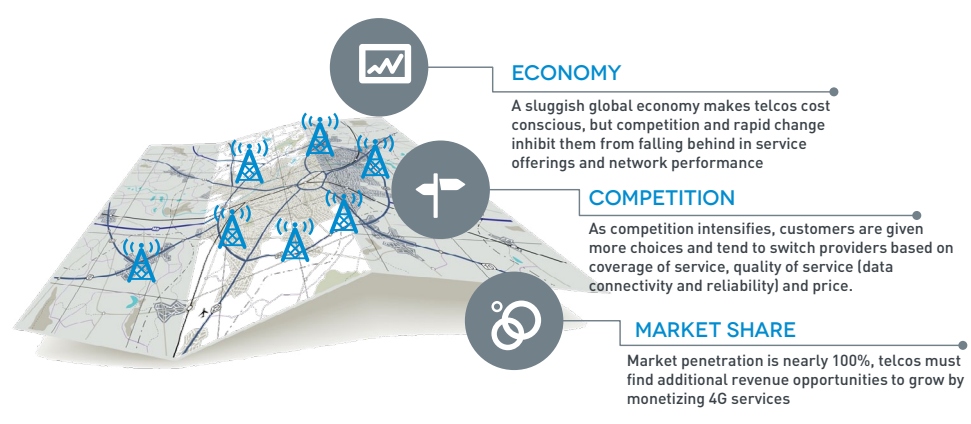
KEY RECOMMENDATIONS



- Visualize the network and identify opportunities for network expansion
- Plan network roll out by leveraging location technologies, so you can find the premium spots for 4G roll out and the best way to allocate your assets
- Explore network inefficiencies and coverage holes through data gathering, feedback and map visualizations
- Move beyond data silos to a 360 degree view of customers to reduce churn

II ISSUE

THE BLURRING OF TRADITIONAL LINES, OPERATORS OFFERING NEW PRODUCTS AND CROSSING OVER INTO NEW CATEGORIES HAVE CREATED A HIGHLY COMPETITIVE INDUSTRY



Telcos must focus on building smarter and more focused networks to optimize and monetize next-generation 4G networks

PROOF POINTS



The Value of Location Intelligence in the Communications Industry



Telenor Pakistan selected Pitney Bowes Software, to build a location based application within its existing business intelligence (BI) platform. The resulting application presents BI data in an online mapping format for enhanced analysis and faster decision making.



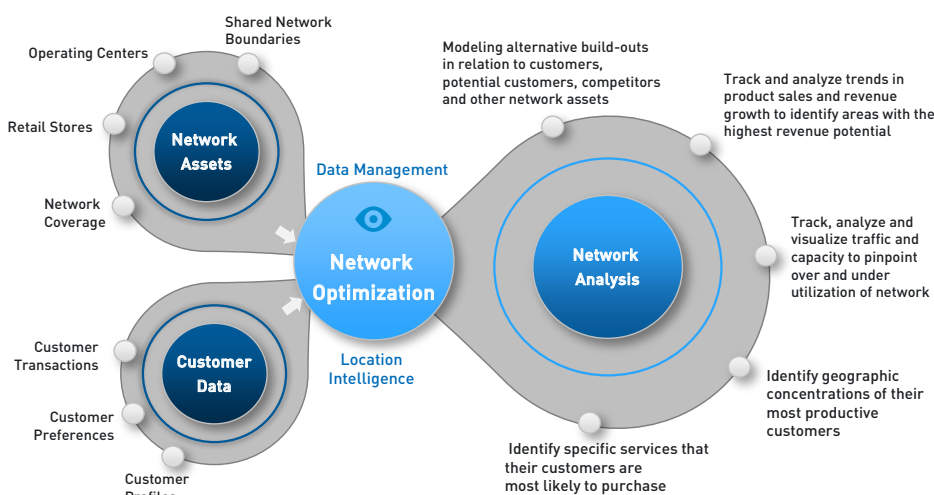
Engineering teams are now able to make network information available directly to sales associates operating out in provider's retail sites; this arms sales representatives with the most current and accurate data when discussing network coverage concerns with customers



“As we move forward, Pitney Bowes solutions will become more relevant in location areas where our customers are looking for coverage”
Eric Hollingsworth, RF Design Engineer

III RESOLUTION

REDUCE CHURN AND OBTAIN A BETTER UNDERSTANDING OF THEIR CUSTOMER BASE



The solution incorporates data management, customer analytics and location intelligence capabilities to help telcos manage 4G planning and quality-of-service initiatives

SOLUTION FOCUS



FOR MORE INFORMATION



<http://www.pb.com/software/communications/>

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IV RESULTS

IMPROVE SERVICE QUALITY AND EFFICIENT ROLL OUT OF 4G SERVICES

NETWORK ENGINEERING

Location analysis allows wireless providers to view and analyze all of the location factors involved in network design and management to ensure that the network is optimized

MARKETING

By analyzing their existing customer base, telcos can determine the characteristics of their most profitable customers and know where to look for additional clusters of high-value prospects

OPERATIONS

Location analysis can help wireless providers optimize their distribution channels to achieve the right balance and maximize ROI

SALES

Analytics enable telcos to expand coverage, introduce new services and reach their targeted marketing audience in the most effective way possible