STATE OF THE NET: CHALLENGES AND OPPORTUNITIES FOR TELCOS

MOBILE INDIA 2015
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INDIA OUTLOOK

India population coverage by technology

Ericsson Mobility Report

> 2X data traffic growth in 3G
CONSUMER PAIN POINT
Network performance is the key

1. Network Performance
2. Value for Money
3. Ongoing Communication
4. Tariffs Plans Offered
5. Customer Support

Performance drives user loyalty

Enable revenue growth through best end user experience

Impact between driver and loyalty to operator brand. Source: Ericsson Consumer Lab 2013
NETWORK CHALLENGES

- Spectrum
- Indoor coverage
- Capacity
- Small cells
- Site Infrastructure
- TCO coverage solutions
Multi-layer Heterogeneous Network in all bands

- GSM
- HSPA
- LTE

Carrier Aggregation

Spectrum utilization:

- 700
- 900
- 1800
- 2100
- 2300 TDD
- Unlicensed

Multi-band

Multi-standard

Time
NEW SITE BUILD- NO VISUAL POLLUTION

SELF SUSTAINED
Radio, transmission, power built in

MULTI APPLICATION
Mobile broadband, Lighting

AESTHETICALLY ATTRACTIVE
Blends with cityscape, visually appealing
CONNECTING THE UNCONNECTED

Operator branded LTE
- 5" screen
- Quad core
- LTE/HSPA+

Android One
- 4,5" screen
- Quad core
- HSPA21

Entry HSPA+
- 4" screen
- Dual core
- HSPA21
KEY TAKEAWAYS

› Network Performance
› Spectrum
› Infrastructure
› Eco system