

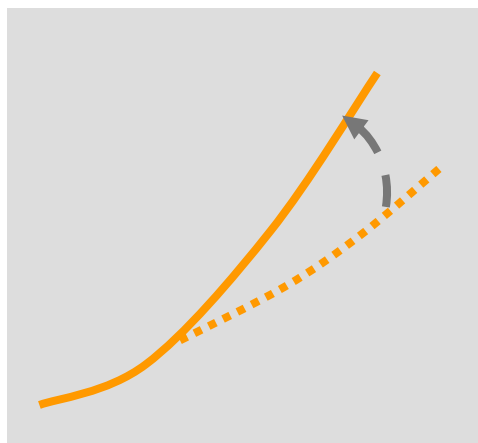
Enabling Mobile Broadband for All with Single RAN

Global Forum 2009 ,Bucharest, 20th Oct
HUAWEI TECHNOLOGIES CO., LTD.

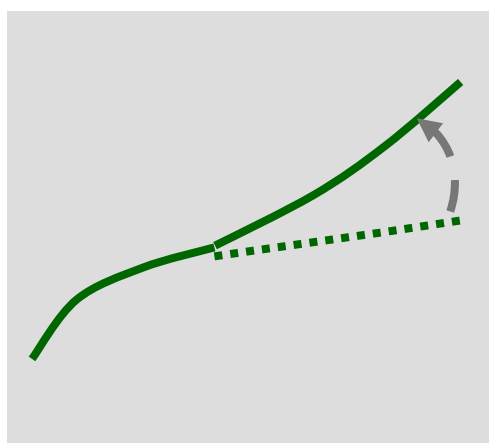


Challenges ahead

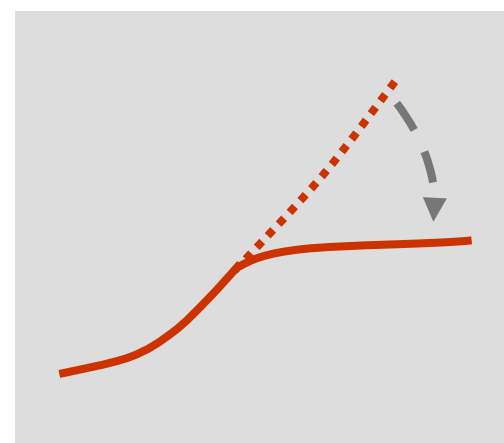
ARPU



Bandwidth



Cost



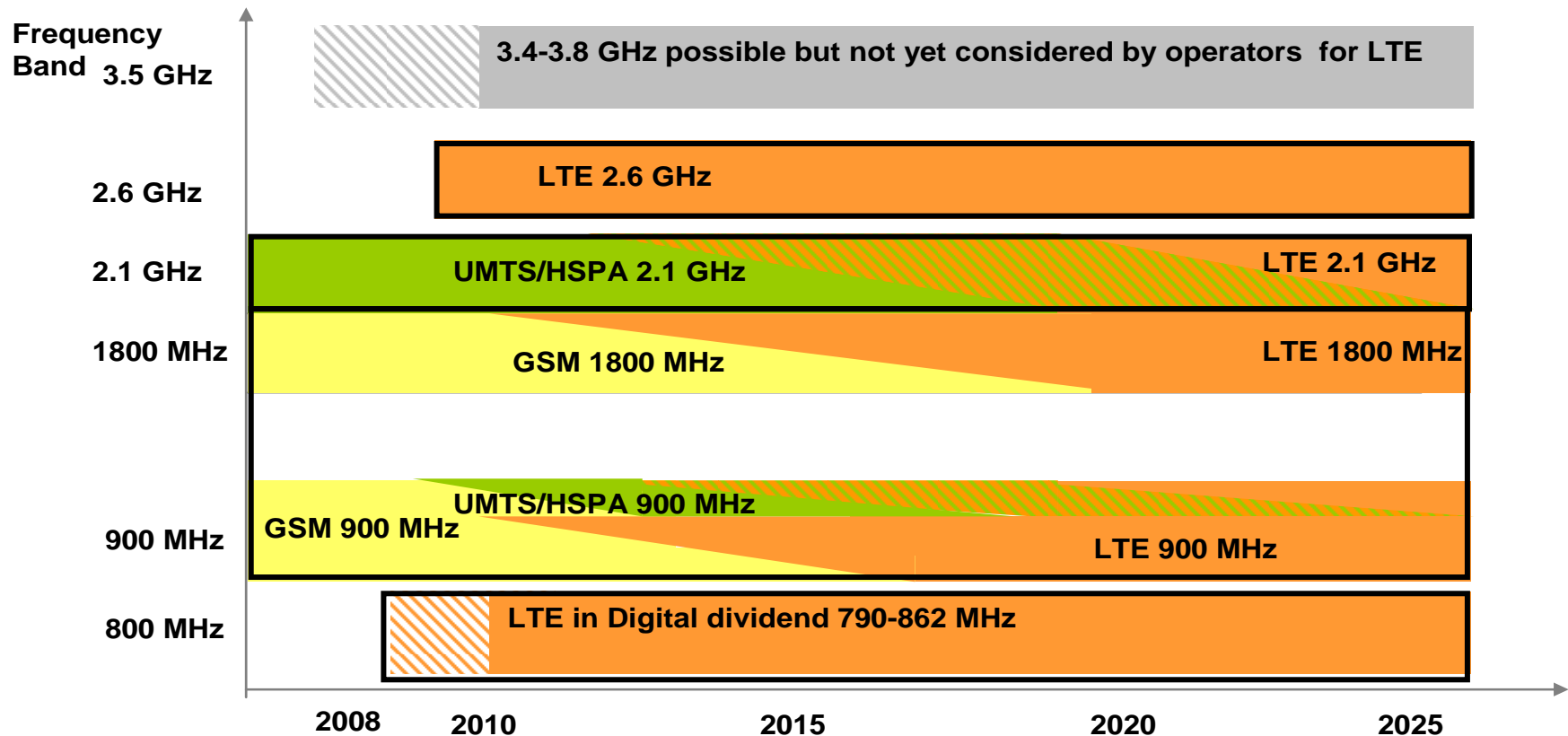
Challenge

How to enhance revenue?

How to make better MBB experience effectively?

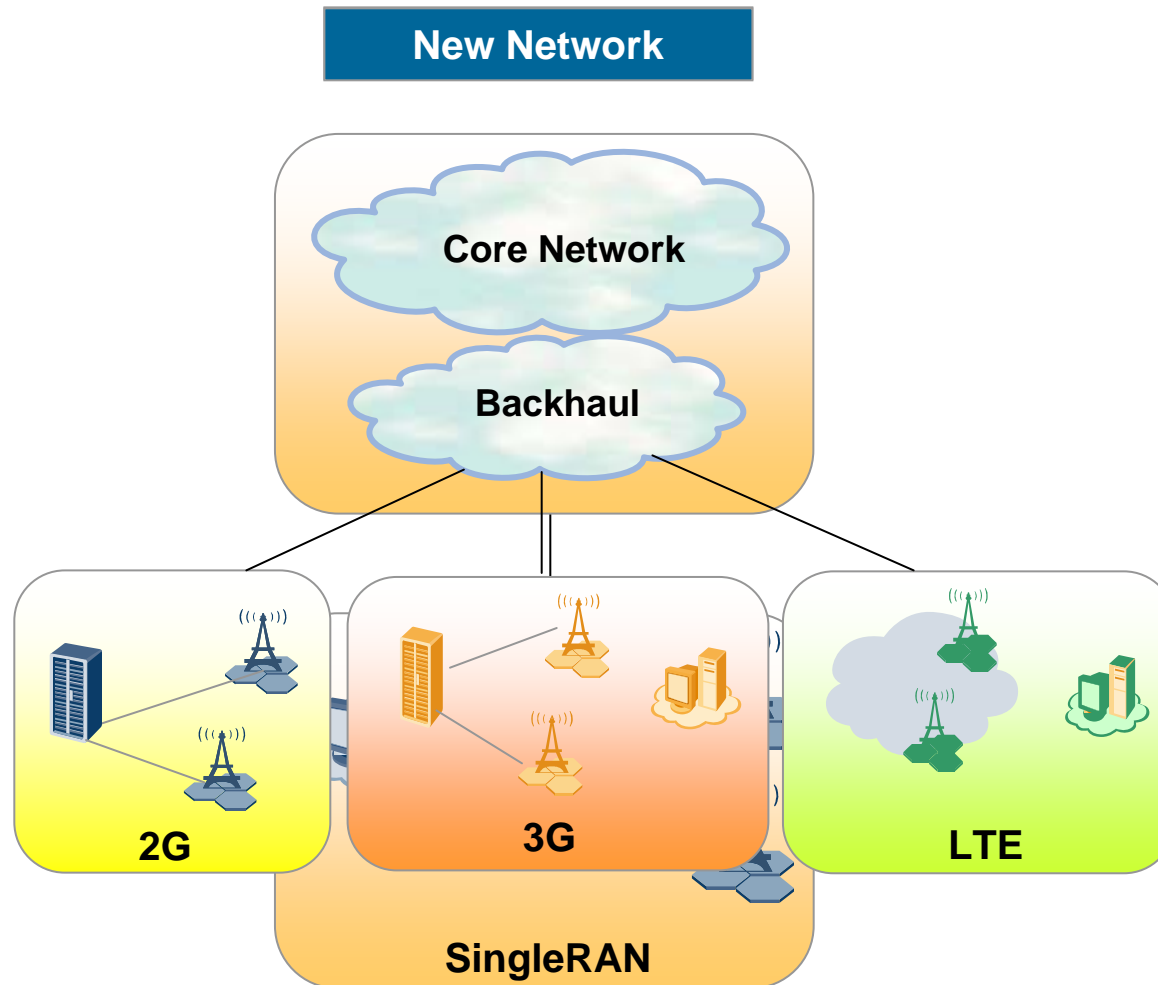
How to reduce TCO?

... and Spectrum resources change



- Re-farming on 900MHz and 1800MHz for Mobile Broadband with GSM
- New band @ 2.6GHz dedicated for Mobile Broadband
- New band @ 800MHz for early Mobile Broadband introduction in rural areas

SingleRAN Decreases Pressure on Operators



Advantages

High CAPEX

- Flexible business plan

High OPEX

- Fast deployment on demand

- **Performance Down**
- **Sharply reduced CAPEX**

- Sharply reduced OPEX
- Outstanding performance
- High Reliability

Enabling Mobile Broadband for ALL

SingleRAN – One for ALL

Uni-Equipment

- Uni-BTS
- Uni-BSC

Uni-Site

- Co-transmission
- Co-auxiliary facilities

Uni-Operation

- Co-RNP/RNO
- Co-OAM
- Co-TRM
- Co-RRM



One Network

Long term viability



One Deployment

Maximized TCO savings



One Team

Optimized human resource

Thank You

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An aerial photograph of a complex multi-level highway interchange. Numerous cars of various colors are visible traveling in different directions. The road is divided by green grassy medians and concrete barriers. The text "We've found a way to make mobile broad band smarter" is overlaid in large, bold, red letters across the center of the image.

**We've found a way to make
mobile broad band smarter**