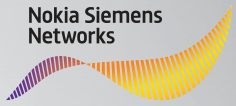


# Network, Planning and Optimisation.

## Maximizing your network's potential

Network Planning and Optimization is an ongoing process. It helps you to get the most out of your existing equipment and infrastructure. This means you can minimize OPEX and keep CAPEX in check whilst also creating a better experience for your customers. It's about maximising your network's potential and making your customers happier – because happy customers are loyal, profitable customers.



### Network Optimization:

We start by getting your kit in order - implementing basic network capacity improvements across the board helping your radio access network, transport and core network handle the explosion in data traffic. This means a more consistent and reliable service; fewer dropped calls, better data speeds and seamless transition between cells.



### Service Optimization:

Then, we move up to the service layer helping you to manage the data explosion in a smarter and more targeted way. We help prioritise and improve the performance of different services, applications and devices. This makes the overall experience feel better for your customers.



### Revenue Optimization:

Finally, and this is where it gets really interesting we give you the means to move away from 'flat rate / all you can eat' data policies and give each individual user the experience they want and are willing to pay for. Our Quality of Service differentiation solution, will help you differentiate the service level you provide to your customers. So, for example, the online gamer can choose a different service deal to the student who only wants to use her smartphone for occasional web browsing in the evening. This means more options and freedom of choice for your customers and new ways to capture revenue for you.



### Technology Evolution:

But technology will continue to develop and end-user habits will continue to change, so it's important that your network stays ahead of the curve. We help you plan the technology evolution, including IP and LTE capabilities, through constant monitoring and on going tweaks and upgrades. The aim is to make sure that your customers are happy today and will stay happy tomorrow whilst ensuring you only have to invest in additional equipment or technology as and when it's really needed. This means the network keeps performing at its best and most efficient.

