

# leading edge

## *Taking a fresh approach to improve profits*

**As we work with service providers around the world, we hear recurring themes.** One, everyone faces more competition. Two, profit margins are under pressure. Three, customers need to improve profitability by differentiating the services they deliver.

This issue of *Insight* shows how Tellabs customers achieve differentiation with fresh new approaches to their networks, services and businesses.

### **Smart networks can transform mobile operators' business.**

A new Tellabs study shows that adding more “dumb pipes” could result in the end of profits for mobile carriers in the next 2 to 4 years. Although adding more network capacity is necessary as users consume more bandwidth, by itself, it's not sufficient to assure future profitability. The key to profitability is adding network intelligence and delivering smart mobile Internet services (pages 14-15).

**Now, see exactly what's flowing through your mobile networks.** Content analysis and analytics provide visibility into traffic flows and user behaviors, so you can better manage traffic and networks. Analytics hold the power to transform your business model – by adding new revenue streams from applications providers and advertisers to user revenue (pages 6-7).

When you need to see what's going on deep inside mobile networks, enterprise analytics offer comprehensive visibility. Our new Tellabs® Insight Analytics<sup>SM</sup> Services enable you to see network trends, needs and opportunities much sooner. We integrate content-aware technology in multiple network elements with historical data and back-office systems to deliver deep insights to you. Intelligence and analytics can improve the performance of your network – and your overall business (pages 11-12).

**Avea differentiates its mobile data with premium quality of service (QoS).** As the first operator in Turkey to migrate to an all-IP network core, Avea effectively doubled its RAN capacity with minimal impact on operating expenses. What's more, Avea has boldly launched premium services, premium quality of service and extensive mobile data SLAs (service level agreements). Avea is pioneering a path to increased differentiation, lower expenses and improved profitability (pages 8-10).



***“Our customers are employing new approaches and new technologies to ensure differentiation and success in the years ahead.”***

— Tarcisio Ribeiro, Vice President – Europe, Middle East and Africa Sales

**AboveNet is changing the rules of the game in enterprise services.** Using Tellabs Optical Solutions, AboveNet connects data centers and enables data replication in North America and Europe. By dedicating a fiber pair to each enterprise customer, AboveNet minimizes latency, strengthens security and ensures diverse data paths (pages 12-13).

Our customers are employing new approaches and new technologies to ensure differentiation and success in the years ahead. When you need a fresh view of your network and business, we're here to help.

A handwritten signature in blue ink, appearing to read 'Tarcisio Ribeiro'.

Tarcisio Ribeiro  
Vice President – Europe, Middle East and Africa Sales