

Empowering the mobile Internet

We're really excited by the rich conversations we have with our customers about the mobile Internet. We consistently hear from them that the mobile Internet is both their biggest challenge, and their biggest opportunity to grow the business. At Mobile World Congress and the international CTIA wireless show, we received feedback that smartphones and devices such as the iPad, combined with smart mobile networks, can completely change the mobility business. Mobile carriers have a major opportunity to evolve or even transform their business models as these new services emerge.

To gain insights into mobile users' needs, Tellabs commissioned Nielsen to gather opinions from 15,000 mobile users in 15 countries. On every continent, users are excited about the mobile Internet. About two out of three plan to use smart, personalized mobile Internet services within the next six months. In another piece of good news for customers, users hold mobile carriers in very high trust, second only to banks. Get an in-depth look at these global findings from Nielsen Research (see pages 14 and 15).



"WE HAVE INNOVATIVE IDEAS ON HOW TO LEVERAGE THE MOBILE INTERNET AND GROW YOUR BUSINESS BY ADDING NETWORK INTELLIGENCE."

Roger J. Heinz
EVP-Global Sales and Services

At Tellabs, we have innovative ideas on how to leverage the mobile Internet and grow your business by adding network intelligence to deliver smart, personalized mobile Internet services and monetize the mobile Internet. We displayed examples of this at both Mobile World Congress and CTIA, and we're working hard with our customers to bring this technology to market.

Users expect a smart mobile Internet, and that requires smarter networks. With the Tellabs® SmartCore™ 9100 platform, a breakthrough mobile packet core product, we add intelligence to 3G and 4G networks to deliver smart, personalized mobile Internet services. Smart networks will be content-aware, context-aware and location-aware, which opens up new services and new revenue opportunities. With users' permission, mobile carriers will deliver highly personalized and innovative services (see pages 12 and 13).

A key way for Tellabs to extend our sales and support around the world is to work with experienced partners. At Tellabs' recent global partner conference, dozens of key partners representing over 70 countries learned about the latest Tellabs solutions and our new PartnerPlus Program. We help our partners with training, communication and other assistance designed to better support our customers.

We help our customers succeed by combining the strengths of Tellabs solutions with the capabilities of our local partners. For example, Miracom in Switzerland works with Tellabs in mobile backhaul networks. And in Central America, Tellabs and our partner STG are transforming optical networks in multiple countries (pages 6 and 7).

Customers such as Globe Telecom in the Philippines focus on business services. New business services such as VPLS and IP-VPNs, based on Tellabs® Business Solutions, have vaulted Globe Telecom to the number two position in its market. See how Tellabs helps Globe Telecom grow (see pages 8-10).

How can we help you succeed? Feel free to contact me at roger.heinz@tellabs.com.

Roger J. Heinz
EXECUTIVE VICE PRESIDENT-
GLOBAL SALES AND SERVICES

IP-VPN: Internet Protocol Virtual Private Network VPLS: Virtual Private Line Service