

Tellabs® Business Consulting Services Deliver Solid Competitive Benefits to Telecom Namibia

A comprehensive go-to-market plan helps Telecom Namibia gain competitive advantage with first-to-market next-generation services.

The Business Challenge

While telecom providers in emerging regions face unique economic growth challenges, their customers have the same communication demands as customers in more established markets. As a technology leader in emerging Africa, the challenge for Telecom Namibia is to deliver the latest metro Ethernet services, such as bandwidth-on-demand, at a price in line with the region's demographic.

To meet their customer's service needs, Telecom Namibia needed to upgrade their network infrastructure in order to launch new services on a schedule designed to deliver maximum return on investment. Meeting that challenge required skill sets and expertise that were not widely available within their existing staff.

Telecom Namibia had already begun building a gigabit metro ring to provide new backhaul capabilities for existing services, including Asymmetric Digital Subscriber Line (ADSL). But, in order to add support for customer-facing metro Ethernet services to the new infrastructure, Telecom Namibia needed to build a business case justification with market analysis, service definition, a service roadmap and supporting financial data.

With extensive expertise in managing metro Ethernet deployments worldwide, Tellabs Global Services was ideally positioned to provide the resources and expertise Telecom Namibia required to research and develop a comprehensive business case to take the proposed new services to market.

Critical and complex network upgrades require the latest technology expertise to plan, build and operate the new network equipment. Effectively positioning the next-generation metro Ethernet services for market success required industry, business and marketing know-how in order to quickly penetrate and successfully compete in the market. Telecom Namibia did not have the internal resources needed to undertake this task on a fast-track schedule, so they made the decision to partner with a company that could effectively complement their existing staff.

Executive Summary

Customer

Telecom Namibia

Business Challenge

Enhance the existing infrastructure to deliver first-to-market next-generation services

Tellabs Solution

A comprehensive go-to-market business plan, including:

- Market analysis
- Service roadmap
- Service definitions
- Competitive analysis
- Business case development
- Product management training

The Results

- Telecom Namibia expects to realize more than N\$110 million (US\$17 million) in additional annual subscriber service revenue
- Telecom Namibia successfully launched two new services in one year, with plans to release three additional new services on the near-term roadmap
- Decreased costs, mitigated risks and reduced time-to-market



Tellabs Solution

Tellabs Global Services was selected for the project based on their deep understanding of Telecom Namibia's technology requirements and business drivers, along with expertise in next-generation transport networks and go-to-market planning. Tellabs Global Services leveraged this experience to develop a comprehensive business plan including:

- Metro Ethernet market analysis
- Service launch strategies
- Service roadmaps
- Service definitions
- Financial analysis

Tellabs delivered a high-level metro Ethernet local market analysis, services strategy, roadmap and service definitions aligned to both Telecom Namibia's business strategy and the unique characteristics of the Namibian market. Working with Telecom Namibia, Tellabs also developed a business case to support the recommendations. Finally, Tellabs prepared and delivered comprehensive training to Telecom Namibia product management, operations and marketing teams.

The Results

The business case developed by Tellabs Global Services was approved by Telecom Namibia's management team. Tellabs analysis and recommendations were accepted and Telecom Namibia is now moving toward the market release of their first metro Ethernet service, supported by a robust plan to support the launch. With the implementation of their progressive metro Ethernet plan, Telecom Namibia is further securing its position as a leading service provider in emerging Africa.

About Telecom Namibia

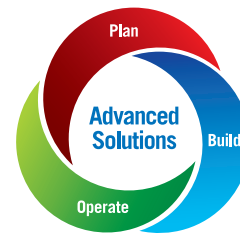
Telecom Namibia Limited was established in 1992 and is wholly owned by the Government of the Republic of Namibia. Telecom Namibia operates the largest digital telecommunication network in Namibia and is a leading supplier of voice, text, data and video solutions with more than 136,000 customers and annual revenue of more than N\$1 billion.

About Tellabs Global Services

Leveraging our deep expertise and specialized services, Tellabs Global Services helps solve complex business challenges in next-generation IP networks, mobile backhaul, broadband access, optical networks and Time Division Multiplexing (TDM) transport for service provider environments worldwide. Our reputation for providing a better customer experience is the result of an open and honest engagement approach, the ability to deliver an objective and neutral viewpoint, and dedication to delivering quantifiable results to our customers.

About Tellabs

Tellabs advances telecommunications networks to meet the evolving needs of users. Solutions from Tellabs enable service providers to deliver high-quality voice, video and data services over wireline and wireless networks around the world. Tellabs (NASDAQ: TLAB) is part of the NASDAQ Global Select Market, Ocean Tomo 300™ Patent Index, the S&P 500 and several corporate responsibility indexes including FTSE4Good and eight KLD indexes. www.tellabs.com



The Tellabs integrated services solution is designed to deliver comprehensive lifecycle support as you Plan, Build and Operate your network.

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