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BIZ TIPS

SAVINGS CAN BE FOUND IN COST-CONSCIOUS, COMPETITIVE CELLULAR MARKET

By Gary Johnson, Vice-President, Sales and Marketing, gjohnson@bayly.com

In the fiercely competitive wireless telecom market, cost control is king. While you may think you've found every possible way to save money to cope with declining revenue-per-user, you should examine your backhaul network for a potential pool of untapped savings. It's all about last-mile T1 optimization.

By implementing a T1 optimization program, wireless carriers like you can realize leased-line savings of as much as 50 per cent!

In the bull market of the 1990s, efficiency was not a priority for most wireless carriers. There was a frenzied push to sign up subscribers, so that the critical tasks were to get the service up and running, continuously expand the network to meet the growing demand and worry about efficiency later.

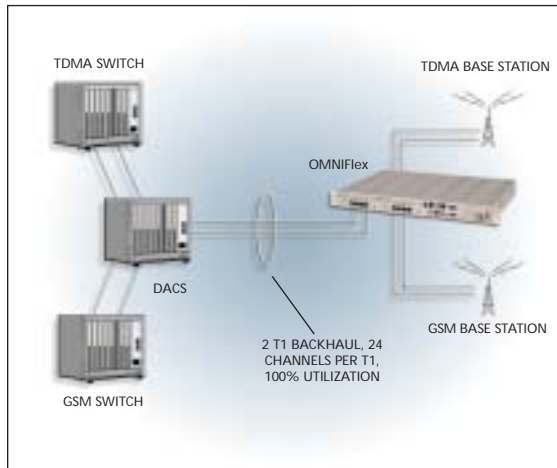
What got lost in that single-minded drive for growth was efficiency in design of the network, resulting in costly under-utilization of many existing lines and, in the extreme, lines being leased that are no longer connected to anything.

But you and I both know times have changed: Savvy wireless carriers are now looking at optimizing the backhaul network to enhance the bottom line

Major inefficiencies resulted from fast deployment and simply pulling in more T1s as cell site capacity was increased.

By using OMNIFlex to groom these backhaul lines, we can reduce the T1 count by up to half. With T1 costs of \$1,000 per month per T1, eliminating two of them saves \$2,000 per month. OMNIFlex payback is achieved in only two months.

The diagram below shows the optimized cell site/backhaul network



Multiply these savings by the number of cell sites in your network; 25, 50, 200 or more.... The result can be truly amazing. In fact, eliminating just two T1 lines per site in a 200-site network can save \$4.8M in annual T1 leasing costs.

This optimization strategy will work with any T1 backhaul network that uses standard TDM technology and it applies equally to any overbuild situation; GSM over TDMA, CDMA over TDMA, etc.

By optimizing at the source, these efficiency gains will result in less bandwidth required throughout the network, a lower number of T1's for backhaul, lower T1 costs and reduced stress on your overworked Operations teams.

What could be better than that?

TRENDS: FROM CIRCUIT TO PACKET

Telecom networks are undergoing a shift from circuit-based to packet-based technologies, driven by ever-increasing requirements to transport higher volumes of data coupled with a desire to lower costs.

This means wireless carriers need to support increasing bandwidth require-

ments, while maintaining or reducing bandwidth costs. They also need to run hybrid networks so they can continue to support legacy equipment.

The challenge, of course, is that carriers have traditionally built networks using TDM technology. TDM is a circuit-based technology and, while good for voice transmission, TDM is not efficient for data

transmission. New technologies are emerging to take advantage of the efficiencies of packet-based Voice over Internet Protocol (VoIP).

Bayly is working to address this technology shift to help customers support circuit and packet technologies as well as legacy equipment, making the transition simpler and more cost-effective. Ask us how!

MARKETING

As the old saying goes, "A picture tells a thousand words." That's why a company logo is so effective. Those Golden Arches have worked for McDonalds for years, but what if you can't display your logo and you have to go back to using words? Say perhaps in an e-mail?

Enter the USP - Unique Selling Proposition. A USP is a few words to help people - hopefully customers - remember you. A USP reinforces your company's brand and identity, and says what's different about you from all the rest.

For example, if you offer a lawn care business, a possible USP could be "ACME Lawn Care. We maintain your lawn twice monthly and all it costs you is \$16 a month, billed quarterly."

HUMAN RESOURCES

If you want to provide customer service to retain subscribers, you need to motivate your customer service employees. One way of doing so is a mission statement for your service department.

A mission statement motivates your employees to shoot for and uphold your service standards; it keeps them goal-oriented. It also clears up confusion and improves communication. Each and every day, staffers have a clear-cut understanding of what's expected of them in the way of providing service to your customers. Finally, it creates a morale booster and lets staff have some fun when brainstorming to come up with the slogan.

TECHNOLOGY & TOOLS

Need a printer? Need a copier? Need a fax machine? To get the right machine can mean a huge capital cost if you have to buy all three at once, but the good news is multi-function devices have come along - they really can do more than one thing well. As an additional feature, some of them can also scan documents.

Before you buy, be sure to make a list of the functionality you want, so that you come back from the store with a device that does everything you want - and takes up less space!



BAYLY COMMUNICATIONS

105 Green Court, Ajax, Ontario, Canada L1S 6W9

Tel: 905.686.1011 Fax: 905.686.2935 Email: sales@bayly.com Web: www.bayly.com

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