

# leading edge

## Helping customers succeed

***Around the world, customers tackle similar challenges in different ways. Customers want smarter, simpler and more energy-efficient networks, yet they take different paths to these goals. This issue of Insight shows how customers are addressing network needs—today's and tomorrow's.***

In Australia, we dramatically simplified the Telstra Next IP™ network. Using Tellabs IP/Ethernet solutions, Telstra has reduced its nodes from about 850 to 250 — saving energy, increasing reliability and minimizing downtime for customers during the transition (page 4).

In Europe, Asia and North America, Gartner analyst Bettina Tratz-Ryan sees operators' increasing emphasis on sustainability. Carriers' need to increase energy efficiency has moved to the forefront. Optical networks offer significant energy savings. And service providers can make money as they help customers save energy (page 14).

For example, Verizon Wireless is connecting 70 buildings in Charlotte, North Carolina, to its M2M network over LTE. The initiative will provide businesses with visibility to energy use and cut consumption by 20%. And Verizon is putting more energy-efficient equipment into its network, which reduces its carbon footprint significantly (page 12).


A recent acquisition made Frontier the largest U.S. rural carrier. Frontier needed to quickly meet regulatory requirements and relieve network congestion. The Tellabs® Optical Solution and Tellabs® Global Services addressed these needs, cut energy consumption and OpEx and created a platform for Frontier to deliver future high-bandwidth services (page 6).

In the Philippines, Smart is using a unified mobile backhaul network to support its wireless triple play of 2G, 3G and WiMAX services. Fiber connects urban sites, while microwave connects the countryside. With the Tellabs® Mobile Backhaul solution, Smart's network is ready for LTE too (page 8).

As we foresee future mobile networks, operators can take charge by making networks smart. As the focus moves from network engineering to traffic engineering and application engineering, the smart mobile Internet will create new opportunities. Adding intelligence can help customers reduce costs per bit, generate new revenue streams and deliver a better user experience (page 11).

We want you to win. That's why we work with you to deliver networks that are smarter, simpler and more efficient — networks that put you in control. We're here to help you succeed, no matter what path you choose.

Sincerely,



Roger J. Heinz,  
Executive Vice President, Global Sales and Services

