

leading edge

Can you afford to be blind to the apps in your network?

Thanks to the mobile Internet revolution, change is zipping through our industry faster than a bullet train. We all want to boost network performance, ensure a good user experience and improve business results. The catch is: trying to do all that with blinders on.

We see blind spots around critical questions: Which applications are networks carrying? What are users really experiencing? Are we ready for future requirements?

Mike Wright, Telstra's executive director for networks and access technologies, sums up the situation: "We need to understand how the network is used." By adding the new Tellabs SmartCore® 9200 Series to its next-gen network, Telstra is gaining applications awareness, OA&M beyond Layer 3, the lowest cost-per-bit and maximum flexibility for the future (page 8).

Our new Tellabs SmartCore 9200 series is all about making networks—including converged and mobile networks—smarter and simpler. It gives you visibility to apps, ways to make money on over-the-top traffic, and built-in flexibility to meet emerging requirements (page 11).

Customers want a deep understanding of the user experience, and the means to correlate it with network performance. Our new Tellabs Insight AnalyticsSM services provide end-to-end analytics, integrate data from many sources across the network, and help you see clearly what's going on in networks and with users (page 6).

As mobile carriers migrate to packet networks, synchronization can be a stumbling block. Rather than keep legacy equipment just for synchronization, Tellabs® 8600 Managed Edge System customers are simplifying their networks and synching up with the new IEEE 1588v2 standard (page 13).

As our industry hurtles forward to realize the full potential of the mobile Internet, smarter and simpler networks are the key. That's why we're investing 25% of Tellabs' revenue to design the best next-gen product portfolio for the smart mobile Internet. We're backing up this portfolio with some of the industry's best sales, service and tech support people, so we can take good care of you.

We're ready to help you answer the critical questions, and help you succeed with users, networks and your business.

Sincerely,



Rob Pullen
President and CEO



“Our new Tellabs SmartCore 9200 series is all about making networks—including converged and mobile networks—smarter and simpler.”

— Robert Pullen, President and CEO, Tellabs