

# European Mobile Operator Chooses Tellabs for Expert Project Support

How Tellabs' comprehensive service and support provided a smooth and fast roll-out of new 3G data services for one major European mobile communications operator

## Executive Summary

### Business Challenge

Manage complex network upgrade to meet new customer service demands and support aggressive timelines for 3G network rollout

### Tellabs Solution

Program management, network architecture and design, and ongoing support services for complex nationwide network upgrade

### Business Results

- Comprehensive network architecture and design with approval by all internal and external stakeholders
- Smooth, on-time, and on-budget rollout of extremely complex new system across nationwide network
- Exceptional management of multiple Tellabs, customer and third-party resources and personnel throughout the process

Customer continues to leverage Tellabs® Global Services as the program expands.



Tellabs Global Services helps you reduce costs, optimize performance, minimize risk and speed time-to-market.

“Building a true partnership extending to all appropriate elements of the operator’s business is the key,” says Robert Smith, director of EMEA global services at Tellabs. “This is not just about delivering great technology, but about getting enough feet on the ground to enable the operator to understand the system we install and then take it forward.”

“Of course we will always be there for them if they need help and assistance, but our goal is also to give our customers the knowledge the training and the tools to be able to manage the network themselves, if they choose.”

To support the project Tellabs Global Services provided a dedicated team including a project manager, a network architect and a network consultant, all working under the supervision of a Tellabs program manager.

This dedicated project team carried out comprehensive network design, project planning, installation, deployment, staff training and product commissioning for the project — as well as continuing to provide ongoing training, technical advice and support for the solution.

A key element of program was Tellabs’ workshop approach to the project, using on-site local language workshops to condense the time required for essential two-way knowledge exchange between all of the various stakeholders in the project.

A major European mobile communications operator planned to begin offering its customers a range of advanced 3G services – enabling them to send and receive new types of rich data, including email, web, music and video content. Facing strong competition, the company required an extremely fast roll-out of these new 3G high-speed data services across its national network.

The service provider chose Tellabs to deliver the ‘backhaul’ element of this new 3G data service. Though the network solution proposed by the Tellabs team for the operator offered significant advantages, it was the scope and depth of Tellabs project support services that were the significant factor in convincing the operator to opt for Tellabs. With such a short timeline for completion of the national network roll-out, quality of program and project management would be critical to delivery. The depth of Tellabs’ service offering gave the operator confidence that the national roll-out would be smoothly achieved, that the project would be completed on schedule and that the required level of operational support would continue to be available following hand-over on completion.

Working closely with a local partner, Tellabs network consultants and engineers also developed a complete implementation-ready Engineering Design Package. This package detailed — at a granular level — the individual configuration parameters for equipment installation at each of over 900 deployment sites.

Additionally, Tellabs implemented a comprehensive Network Management System (NMS), including a suite of software tools (both standard and custom), enabling the operator to monitor and optimize performance of the new backhaul network. The NMS system also simplified the configuration process, adding efficiency to individual deployments and accelerating overall project completion.

The entire project was implemented from start to finish, and on schedule, in just 14 months and involved the installation nationwide of over 850 Tellabs access switch units and ADSL links at each local cell site, and more than 60 Tellabs edge switch units at each network Radio Network Controller hub.

Following this highly successful roll-out, the operator is now continuing its partnership with Tellabs, extending the new backhaul network as it continues to add more Edge Switch units to its national mobile network.

Tellabs' exceptional service delivery and solution support helped enable the operator's customers to enjoy new state-of-the-art services more quickly, which in turn helped the operator to develop new revenue streams and strengthen its competitive position in its marketplace.



## Tellabs' Comprehensive Project Support

### Tellabs delivered services for this project, including:

- **A Comprehensive Program Plan** – outlining the objectives, scope and requirements of the solution, the timeline for installation, as well as quantifying risks and agreeing deliverables
- **Program management** – end-to-end management and co-ordination of the project works and delivery, including deployment of a dedicated team of Tellabs specialists
- **Resource management** – co-ordination of all Tellabs and third-party personnel and resources
- **System design** – evolution of network architecture and design (both high- and low-level design), including detailed configuration for equipment layout and power supply
- **Interoperability testing** – to help facilitate effective and efficient integration into the operator's existing network
- **Equipment supply and delivery** – including Tellabs® 8605 Access Switches, Tellabs® 8660 Edge Switches, Tellabs® 8000 Network Manager and all cabling
- **Installation** – nationwide program at over 900 locations including site surveys, installation supervision, system installation and turn-up testing
- **Commissioning** – including detailed planning for traffic migration
- **Implementation of Tellabs Network Management System (NMS)** – including detailed NMS configuration and audit for optimizing network performance
- **Training** – including on-site local language workshops, online access to Tellabs' lab systems, live instructor-led web-enabled classes, and student-led web-based self-learning packages
- **Comprehensive documentation** – including design notes, detailed installation and operational documentation
- **On-site personnel** – Tellabs resident engineer provided on-site for on-the-job customer support and training in both provisioning and troubleshooting
- **Project acceptance and handover**



#### Ongoing support for this project includes:

- **24/7 Local language support**
- **Regular operational reporting**
- **Remote diagnostics and problem solving** – with access to Tellabs Technical Assistance Center via web, email or phone
- **On-site support for critical cases** – Tellabs technical expert dispatched to site as-required
- **Guaranteed problem resolution** – 15 minute minimum response time and 4 hour minimum service restore time for critical cases
- **On-site consultancy** – Tellabs technical expert dispatched to site for agreed supervision and consultancy
- **Guaranteed maintenance turn-round times** – for hardware repair and parts replacement
- **Software updates and upgrades** – including latest major software releases, software fixes, patches and regular maintenance releases. Also access to Tellabs experts for implementation of software upgrades — including remote consultation and on-site assistance if necessary

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#### Tellabs Global Services

Tellabs Global Services delivers quantifiable results that help you succeed. Our deep expertise and specialized services are designed to reduce costs, optimize performance, minimize risk and speed time-to-market. We solve the complex business, technical and operational challenges you face in deploying advanced networks — anywhere in the world. Tellabs Global Services' reputation for providing a better customer experience is the result of an open and honest approach, the ability to provide an objective viewpoint, and dedication to customer satisfaction.

#### About Tellabs

Tellabs innovates to deliver the mobile Internet and help our customers succeed. That's why 43 of the top 50 global communications service providers choose our mobile, optical, business and services solutions. We help them get ahead by adding revenue, reducing expenses and optimizing networks.

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 the Maplecroft Climate Innovation Index, FTSE4Good and eight FTSE KLD indexes.

[www.tellabs.com](http://www.tellabs.com)