

# Tellabs® Transport Network Optimization Services

Tellabs® Global Services helps you reduce operating expenses for immediate bottom-line impact and utilize your assets to your best advantage.

## Business Challenge

Fierce competition and customer demands were driving a Tier 1 North American wireless service provider to deploy next-generation technologies and deliver new services at an increasingly rapid pace. The majority of this service provider's resources, time and efforts was focused on adoption of new technologies, introduction of new services, growing market share, and ongoing network planning and operations. This left little time for optimization activities such as reconciling existing processes and network designs with the actual state of the current network.

At the same time, increasing competitive and market pressures required the service provider to take cost out of operations for immediate impact on the bottom line. Rising costs due to explosive growth of high-speed data services, rapid build-outs with little time for optimization efforts and consolidation activities made the transport network an obvious candidate for cost-cutting efforts. As a result, the senior management team directed the regions to take cost out of their transport network operations with direct cost savings expected within the calendar year.

## Tellabs Solution

Through Tellabs® Transport Network Optimization Services, a comprehensive end-to-end optimization solution from data clean-up to implementation support was delivered, including:

- Carrier Facility Assignment (CFA) Audit
- OSS Inventory Database Audit and Reconciliation
- Billing Audit and Interconnect Agreements (ICA) Review
- Transport Network Design Tool Auditing and Provisioning
- Transport Network Optimization Analysis
- Transport Network Optimization Implementation
- Program Management

Within two weeks of receiving customer approval for the project, the expert Tellabs team was on site in each market conducting an audit and reconciliation of the data between design databases and the actual operating network. They delivered a "clean slate" database that more accurately reflected the actual state of the customer's network. This current data enabled Tellabs to more effectively reduce operational expenditure, identify single points of failure and improve network resiliency as part of the optimization program.



## Executive Summary

### Customer

Wireless service provider in North America.

### Business Challenge

Reduce operating expense in the transport network while improving network quality and efficiency.

### Tellabs Solution

Transport Network Optimization Services including:

- Comprehensive data audit and reconciliation
- Expert analysis, architecture, design and optimization recommendations
- Implementation support

### Business Results

In a three-market analysis, Tellabs Global Services identified over \$18 million in potential cost savings within an average project time of 12 weeks.

Average projected ROI per market was 10:1.

Customer expanded project to include other markets and contracted with Tellabs for ongoing optimization support.

Tellabs then analyzed the customer’s transport network architecture, identified areas requiring optimization, detected network design challenge points, and documented recommended network design changes and reconfiguration opportunities. Tellabs experts found that the customer’s operating expenses were much higher than necessary due to overbilling, inefficient routing, architectural design issues and underutilized facility inventory. Specific cost saving opportunities uncovered included:

- Billing discrepancies
- Underutilized entrance facilities
- Inefficient transport designs
- Billing for decommissioned transport
- Optical entrance redesign
- Optical ring architecture

Tellabs experts took into consideration the customer’s other concurrent network and business initiatives to determine how they related at the market, regional and corporate levels. This high-level analysis included areas such as new technology deployment and adoption, facility consolidation related to mergers and acquisitions, traffic-driving customer and marketing trends, and future technology capabilities. As a result, the recommendations provided a more complete picture of costs saving opportunities, including impact analysis and prioritization based not only on immediate cost savings, but also the customer’s ability to achieve longer-term objectives.

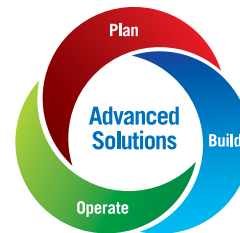
The customer completed the project by partnering with Tellabs to implement the recommended action plan. Tellabs Global Services delivered the experience and manpower the customer needed to get the work done quickly and efficiently — without pulling in-house staff from their daily work or delaying other projects.

### The Results

Within an average of 12 weeks per market, Tellabs Global Services delivered comprehensive analyses identifying over \$18 million in immediate and annual OpEx costs savings opportunities in the three markets. With \$439,000–\$600,000 in savings identified each program week, the average projected ROI per market was more than 10:1.

As the customer continues to implement the savings recommendations, reporting high levels of accuracy for actual savings versus the Tellabs projected savings. The customer is also choosing to continue the program with Tellabs Global Services for ongoing optimization services to help ensure that they continue to maximize savings potential and optimization expansion goals. In addition, the customer’s project management teams have recommended Tellabs Global Services to other markets for their OpEx and CapEx optimization projects.

Results Summary			
Market	Projected Savings	Projected ROI	Program Duration
Market 1	\$7,204,296	18:1	12 Weeks
Market 2	\$7,025,114	17:1	16 Weeks
Market 3	\$3,782,424	13:1	8 Weeks



**Tellabs’ integrated services portfolio is designed to deliver total project implementation for a comprehensive, end-to-end solution.**

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