

Tellabs Fact Sheet

How the smart mobile Internet will change networks

The increasing popularity of connected devices and their content-rich applications are driving the rapid growth of the mobile Internet. With ever-changing network requirements, operators seek a solution that can attract and retain users, while also sustaining their own profitability.

Predicting what will interest users and influence the network next is impossible. But one thing is sure—operators' traditional approaches to managing their networks are no longer viable. Operators need adaptability and intelligence in their networks to scale for the future.

What is the Smart Mobile Internet?

The smart mobile Internet enables an enhanced user experience, while also adding new revenue streams for operators. As operators learn that adding bandwidth by itself to the network is not cost-effective, they are stuck with “dumb pipes.” These pipes don't provide visibility into the network, and lead to declining revenues per transported bit.

The smart mobile Internet gives operators 4 fundamental capabilities:

- **Visibility** — to identify hot-spots, and high-bandwidth use
- **Control** — to prioritize, set or block traffic if necessary
- **Optimization** — to optimize capacity, network resources and quality of experience for users
- **Monetization** — to generate revenue from applications and services

Network and Application Visibility

With the smart mobile Internet, operators can gather deeper, more accurate real-time information about user sessions. The rise in devices leads to increased application use, and content awareness enables operators to manage data traffic. Smart networks enable operators to make well-informed decisions about per-application treatment.

Through analytics and network intelligence, operators can identify network-use patterns and provision resources to ensure all applications deliver the best possible performance.



Tellabs solutions advance the smart mobile Internet for a better user experience and operator profitability.

Enhanced User Experience

Using content awareness to optimize the network, operators can tailor services to each user, based on their individual patterns. The smart mobile Internet enables operators to control bandwidth delivered to specific applications, which ensures users have a consistent experience. The smart mobile Internet can also provide users personalized experiences without sacrificing quality of service. The smart mobile Internet enhances the user experience through revenue-generating and content-specific applications and services, such as:

- A video optimized service
- A service targeted to parents who monitors their child's Internet use
- A business service that delivers productivity tools, such as a sales-automation application

Transform and Expand the Traditional Business Model

Application stores and content delivery networks strain capacity with content that generates little or no revenue. The smart mobile Internet opens the door for operators to profit from the content moving across the network. With the intelligence to anonymize user-related information, operators can share that information with external companies. Operators' traditional business model can also evolve by optimizing bandwidth and spectrum, while also reducing CapEx and OpEx. Operators can gain savings by aggregating network functions onto a common platform and by using the network's spectrum and backhaul capacity more intelligently and efficiently.



Tellabs innovations reduce expenses, add revenue and optimize networks to help our customers succeed.

Tellabs Delivers the Smart Mobile Internet

Tellabs' portfolio of solutions encompasses a mobile packet core and mobile backhaul for the smart mobile Internet.

Tellabs® 7100 Series

The Tellabs® 7100 Optical Transport System helps operators deploy flexible, scalable infrastructure to meet any bandwidth and accommodate a wide variety of services. The Tellabs® 7100 Series provide seamless transition from legacy services to next-gen services and can achieve up to 99.9999% (six nines) reliability with state-of-the-art monitoring, self-restoring and troubleshooting capabilities.

Tellabs® 8600 Series

The Tellabs® 8600 Managed Edge System leads a smart and reliable migration to LTE and IP/Ethernet services. The system enables operators to minimize capital and operating costs, optimize the current mobile network investments and enable wireless and wireline services on a converged backhaul platform.

Tellabs SmartCore® 9100 Series

Tellabs SmartCore® 9100 series is a purpose-built mobile packet core platform offering unmatched performance and scale. Mobile operators can deploy WiMAX networks that optimize network resources, deliver new revenue generating services and monetize the mobile Internet. As content and capacity demands increase, the Tellabs SmartCore® 9100 platform consolidates network services and creates flexible, open network architecture. The platform helps operators reduce capital and operating expenses.

Tellabs SmartCore® 9200 Series

The Tellabs SmartCore® 9200 Platform is a content router for building smarter, simpler IP-based networks. The platform enables massive scalability, intelligence and flexibility at the edge of your network. Its unique architecture features SmartCards, which combine sophisticated application intelligence and routing without sacrificing speed, and Tellabs® GeniOS, a layer 7 operating system for open ecosystem applications.

Tellabs® 8000 Intelligent Network Manager

All Tellabs smart mobile Internet products are managed under the Tellabs® 8000 Intelligent Network Manager. The Tellabs® 8000 intelligent manager simplifies network management by providing the visibility and control necessary for the smart network. It improves profitability and competitiveness with operational efficiency and smart network optimization. The platform helps operators improve network performance across multiple products while containing costs and providing a smart platform to deliver further applications and services for monetization.

Next Step:

Visit www.tellabs.com/solutions/mobile to access white papers and case studies on how Tellabs is advancing the smart mobile Internet. If you have a question about Tellabs mobile solutions and services, please email ask@tellabs.com.

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