

*“The best way to anticipate the future is by understanding the present”
- John Naisbitt*

ISON CONSULTING



Network Based Services

Focused Areas of Consulting

ISON aims to provide very focused consulting services to Telecom Operators based on the actual domain experience of our team

Consulting Areas

Telecom Network Consultancy for Telecom Operators (Strategy, Business Modeling, **Managed Operations, Turnkey Project Mgmt., O&M Support, etc.**)

Passive Infrastructure Consultancy for Telecom Operators (Managed Operations, Turnkey Project Management, Price Benchmarking etc.)

IT Consultancy for Telecom Operators (Strategy, Benchmarking, Business Modeling, Program Management, Governance etc.)

Strategy

Business Modelling

Rollout Support

Contract Governance

Executive Level Advisory Services

Market Entry Strategy based on market analysis of demand, competition, distribution channels & regulatory environment

Defining Investment strategy through a Cost-Case analysis , Price Benchmarking exercise and developing the entire contract structure

Project Management Support during the entire, Design, Rollout, and O&M of Telecom Active and Passive Network Infrastructure

Providing Governance Support throughout the duration of the contract involving monitoring of SLA based payments

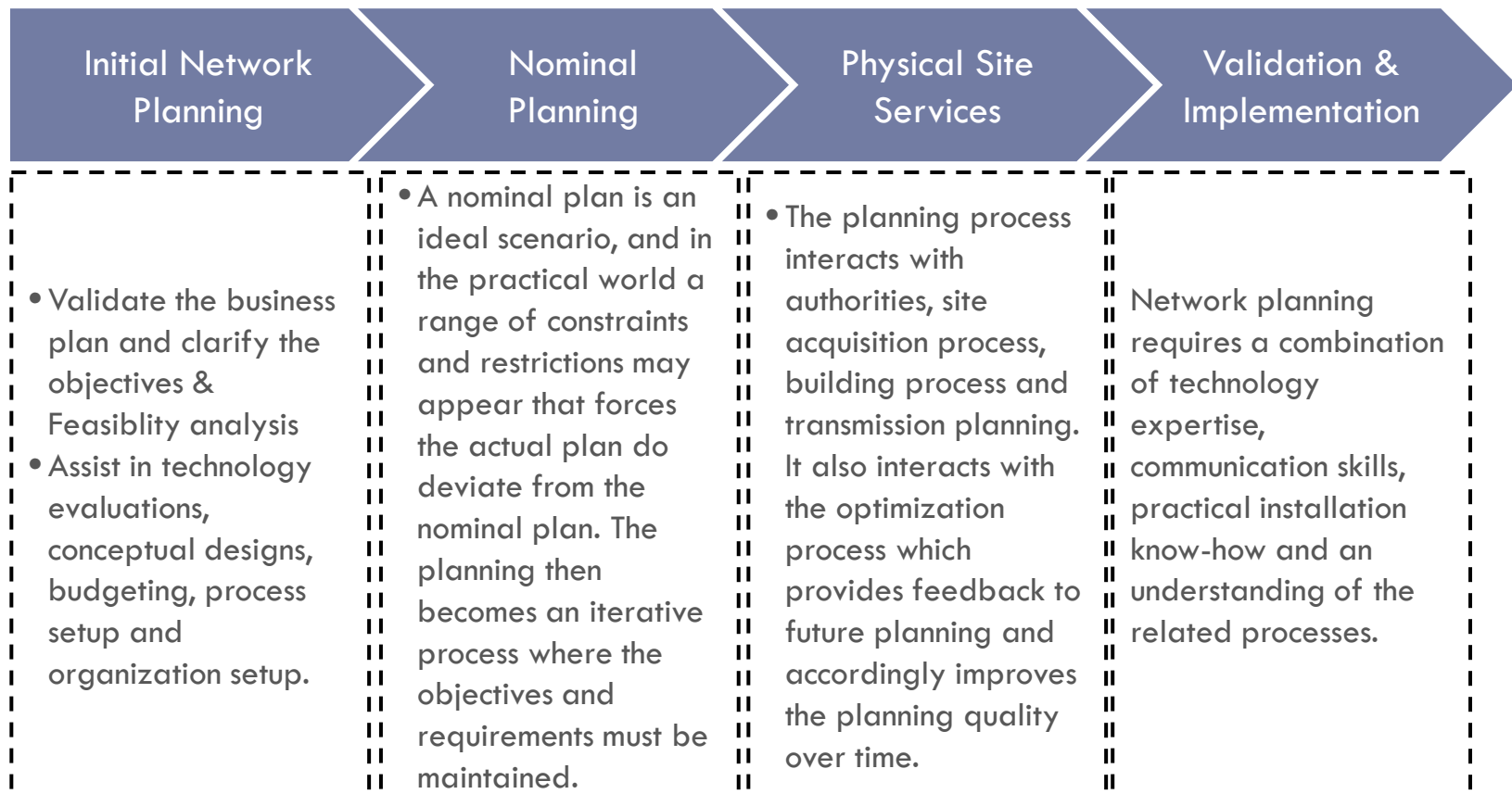
Modeling Negotiations Benchmarking Etc.

Telecom Network Service Areas

Primary Activities

Planning Process

We provide complete assistance through all the phases and have significant industry experience & references in each area of service



Optimization Process

We provide complete assistance through all the phases and have significant industry experience & references in each area of service

Pre-launch Optimization

The pre-launch optimization is an iterative process where the physical and logical parameters of the network are tuned based on drive testing or field testing in the actual network in order to improve service performance and network performance.

The acceptance testing is a strictly predefined procedure that verifies if the actual service performance and network performance complies with the requirements

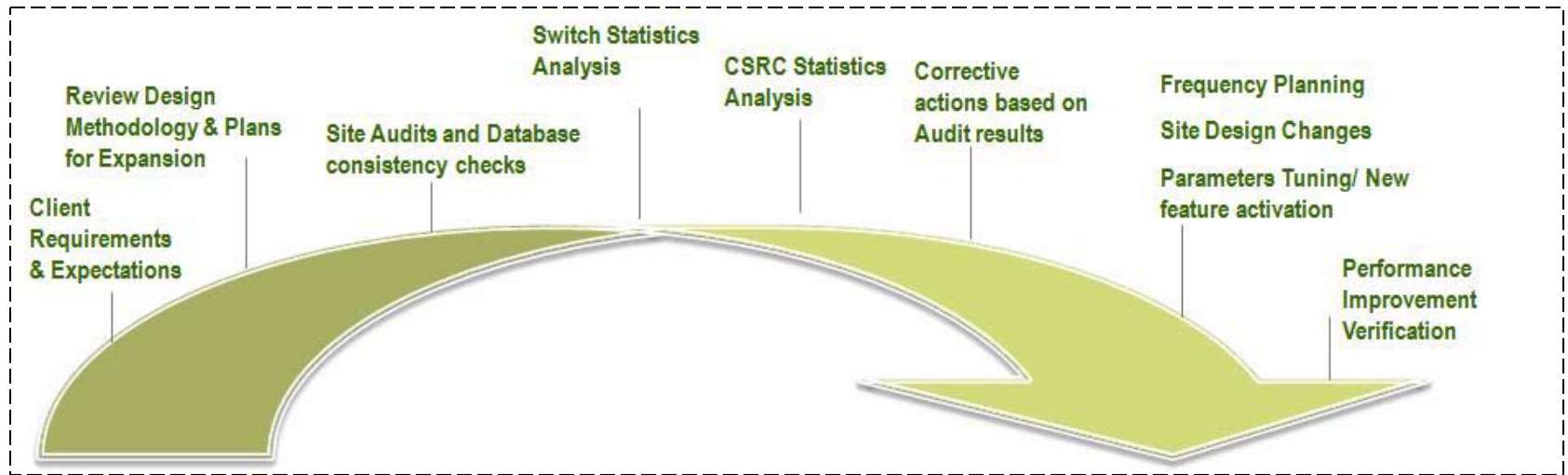
Operational Optimization

- The second part of the optimization process is in the operational phase and ensures that capacity, coverage and network parameters are maintained and adjusted according to traffic growth, changing services and changing requirements. This part involves evaluation of new technologies and network features as part of the long term optimization and it includes daily optimization and trouble shooting.

Final Marketing Handover to customer

Network optimization requires vendor specific technology expertise, an end to end understanding of the network, and understanding of how networks and services interact and experience with various engineering tools, drivetest tools and monitoring systems and then final Hand over to customer

ISON: RF Core Competence



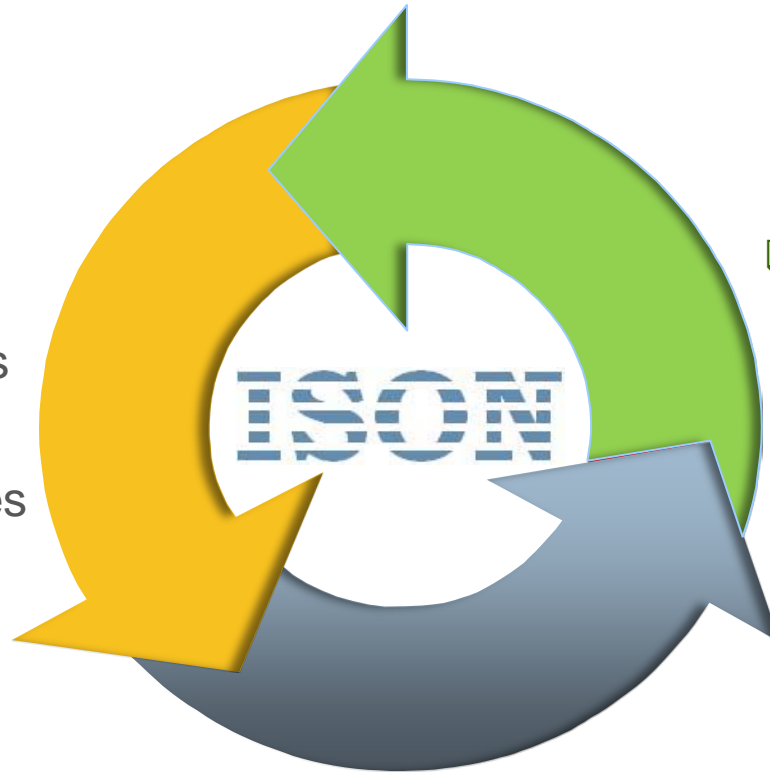
- Network Design – RF Planning, Optimization, Audit, Survey & Drive Tests including Post-Process Analysis
- Network Data Analysis of Performance Indicators (KPI) & RF Access Network Optimization consultancy
- Turnkey Project Management of Network Rollout/ Expansion/ Upgradation
- Complete SLA based Managed Services of existing network

Founding Discipline -

- To be your *Partner in Success*

❑ Cost Effective

- ❑ On time deliveries
- ❑ Fast decisions
- ❑ Efficient processes



❑ Quality Control

- ❑ Customer satisfaction
- ❑ Internal and on job trainings

❑ Adaptability

- ❑ Proactive process orientation per customer needs

Reference Customers

- Nortel Networks (Canadian Telecom MNC)
- Aircom International (UK Telecom MNC)
- Vodafone (Leading Telecom MNC Operator)
- Airtel Bharti (Leading Telecom MNC Operator)
- ADA Cellworks
- Idea Cellular
- Aircel (Maxis Group) India
- Reliance Communication
- Spice-India
- Maxis Malaysia
- Spice-Nepal
- Tecnomen



Working Methodology

- ISON OFFERS 2 MODELS OF ENGAGEMENT:
 - ▣ Skilled resources supply in Radio Network Planning & Optimization monthly basis
 - ▣ Complete Project Management where ISON takes over the project management with specified deliverables within a defined timeframe.

Thank You

Feel free to Contact:

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