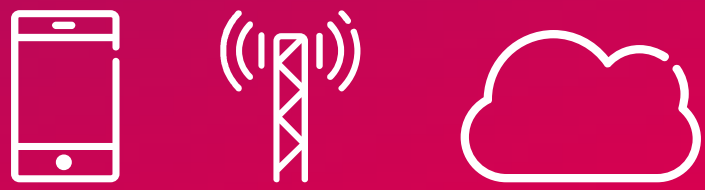
ERICSSON

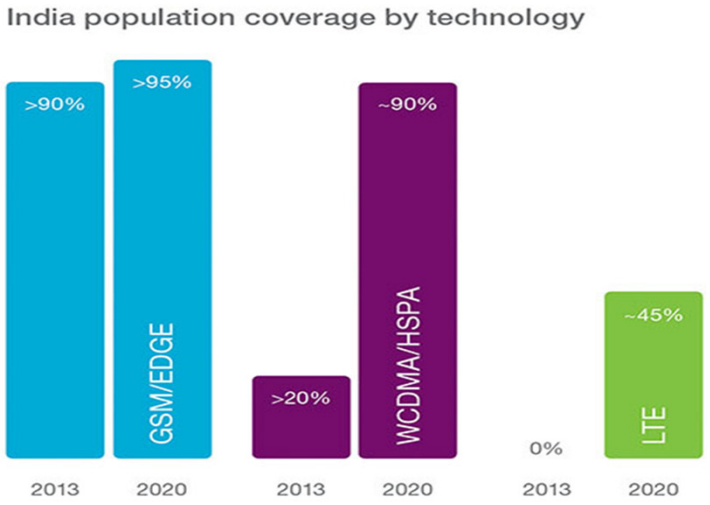
STATE OF THE NET:
CHALLENGES AND OPPORTUNITIES FOR TELCOS

MOBILE INDIA 2015
9TH JANUARY

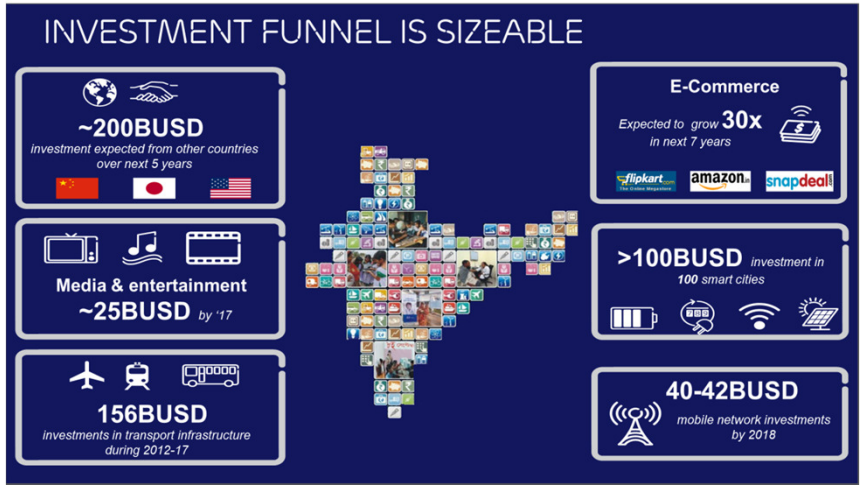
JAYANT S MOGHE
ERICSSON

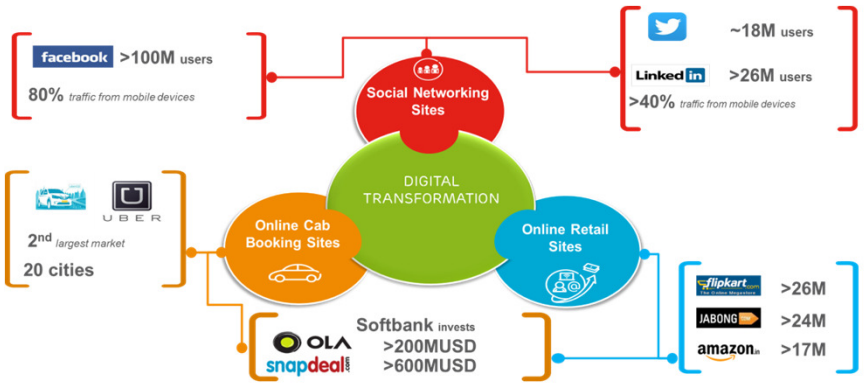


INDIA OUTLOOK



Ericsson Mobility Report

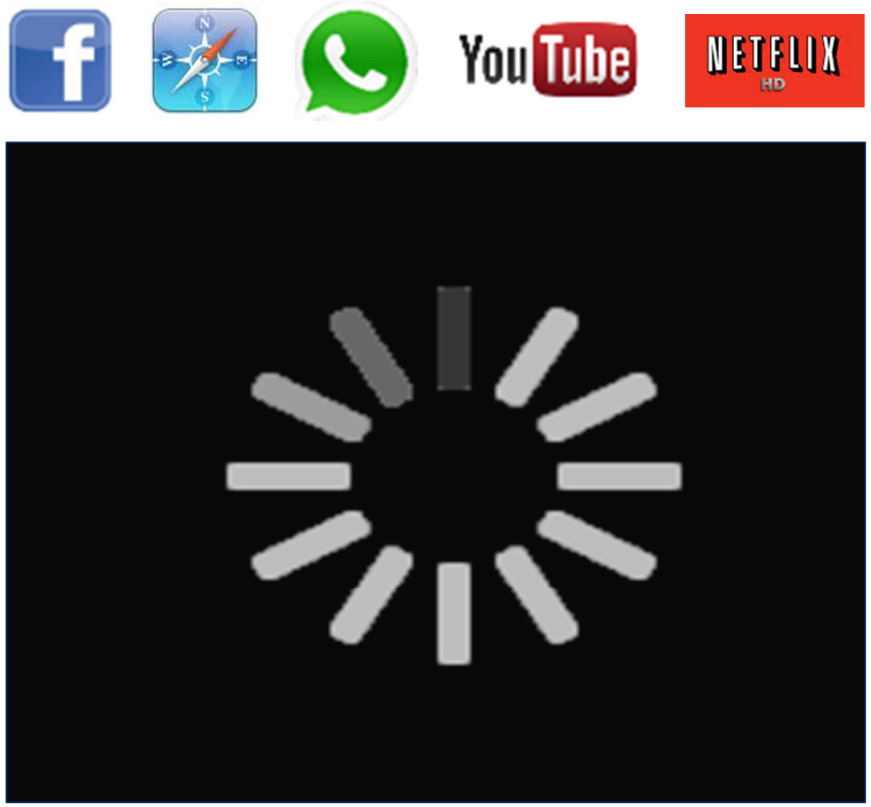




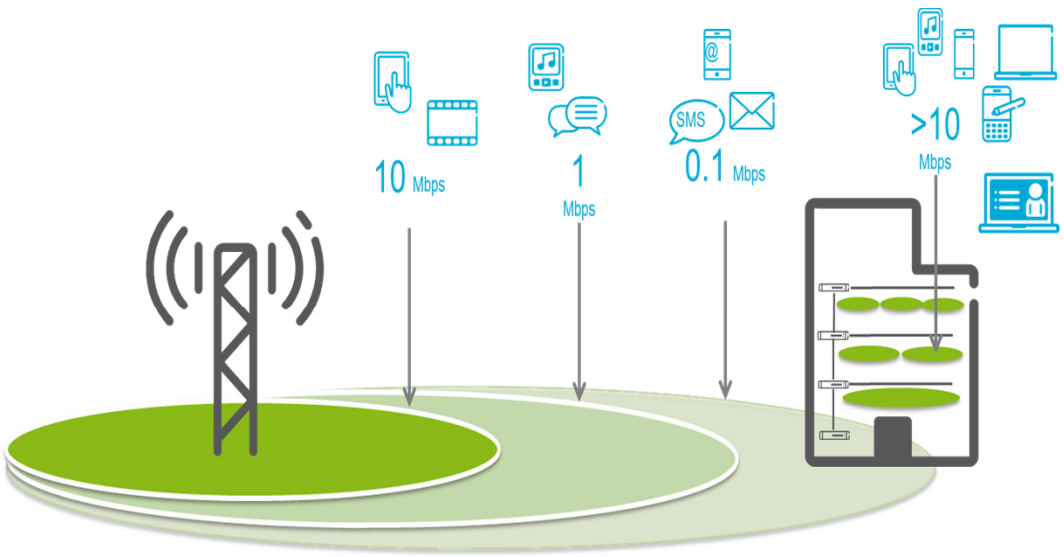
> 2X data traffic growth in 3G

Ericsson

CONSUMER PAIN POINT



NETWORK PERFORMANCE IS THE KEY



1. Network Performance 20%
2. Value for Money 16%
3. Ongoing Communication 11%
4. Tariffs Plans Offered 10%
5. Customer Support 9%

Performance drives user loyalty

Enable revenue growth through best end user experience

Relative impact between each driver and loyalty to operator brand. Source: Ericsson consumer lab 2013

NETWORK CHALLENGES

Spectrum

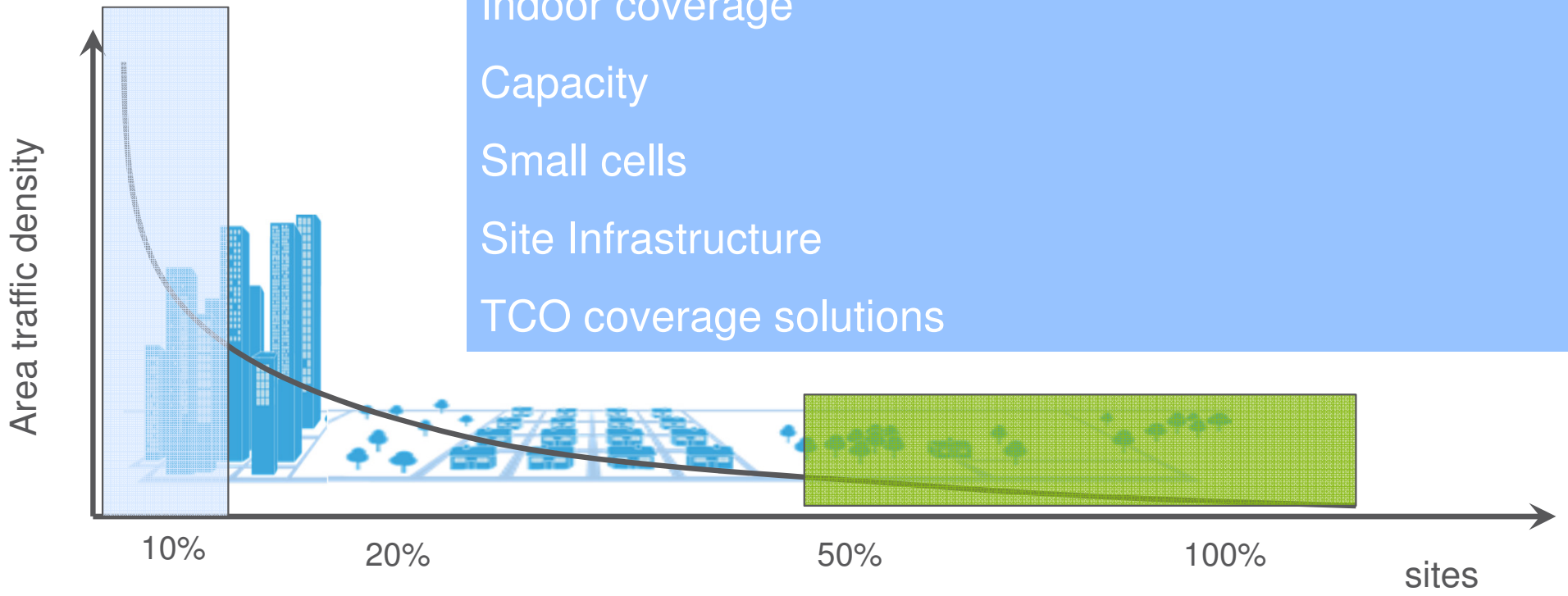
Indoor coverage

Capacity

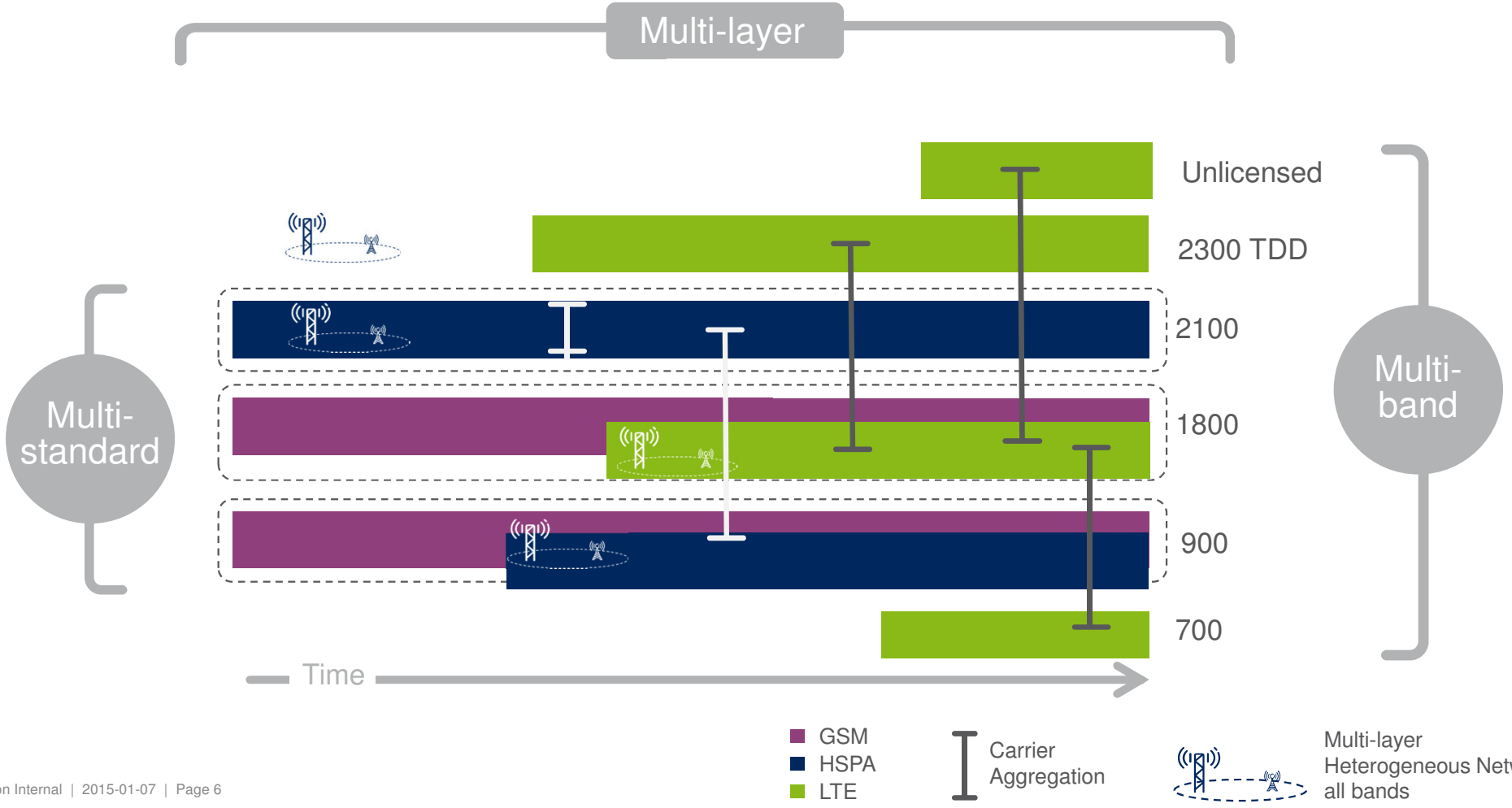
Small cells

Site Infrastructure

TCO coverage solutions



SPECTRUM UTILIZATION



NEW SITE BUILD- NO VISUAL POLLUTION

SELF SUSTAINED
Radio, transmission, power built in

MULTI APPLICATION
Mobile broadband, Lighting

AESTHETICALLY ATTRACTIVE
Blends with cityscape, visually appealing

CONNECTING THE UNCONNECTED

Operator branded LTE

5” screen

Quad core

LTE/HSPA+

Android One

4,5” screen

Quad core

HSPA21

Entry HSPA+

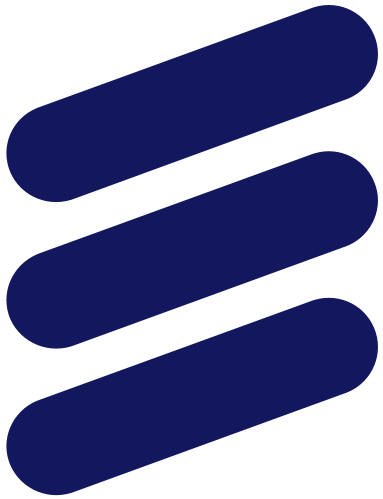
4” screen

Dual core

HSPA21

KEY TAKEAWAYS

- Network Performance
- Spectrum
- Infrastructure
- Eco system



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