



Strategic Consulting

/// PROVIDING INNOVATIVE CONSULTING AND TECHNICAL EXPERTISE ///





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In the new broadband environment, LCC works with clients around the globe to solve engineering, deployment, operational and business challenges, helping them to create, maintain and operate expansive, high-quality wireless networks. Through thought leadership, technological expertise and practical business experience, LCC enables wireless operators, content providers and equipment manufacturers to thrive in the new world of EDGE, UMTS, HSPA, EVDO, WiMAX and 4G technologies.

Current LCC strategic consulting services range from technology consultation to business planning with CapEx/OpEx modeling and individualized custom projects that address specific client needs. These services provide the technical expertise required to maximize business efficiencies through an in-depth understanding of wireless technology. LCC clients gain critical insight into the essential aspects of wireless communications, including the impact that any new broadband technology, device or application might have on the industry.

Research projects are customized according to client needs. LCC's custom practice also devises tools where none exist for unique Greenfield networks as well as special network needs. For example, one LCC client – a provider of satellite services – sought a new way to measure signal performance. LCC designed and built a solution and the software it required.

Staffed by talented engineers with advanced degrees, LCC is known for creating solutions where none exist, and finding ways to do things efficiently.

>>> NEW WIRELESS TECHNOLOGY ASSESSMENTS

As broadband network transformation continues throughout the industry, LCC consults with carriers seeking to deploy new technologies, or companies that are interested in entering into the wireless space in order to help build strategic plans that address new wireless opportunities at all generations: 2G, 2.5G, 3G, 3.5G, and 4G technologies, including WiMAX, HSPA, LTE, 802.11x, and others. Another typical task involves comparison of emerging technologies, including typical cell radii, capacity, number of sites required to cover a specified area, spectrum considerations, and other technical aspects.

>>> BUSINESS CONSULTING

Wireless carriers and network operators face increased competition and cost pressure in delivering the latest innovative services. To be successful, they must drive efficiencies in three main areas: existing customers, new markets, and new, cutting-edge platforms. LCC engages in business consulting projects that lower risks and reduce uncertainty, minimize time to market and overall deployment costs, improve decision-making, market new technologies, and acquire cutting-edge expertise. Business consulting services include business planning and CapEx/OpEx modeling, and spectrum, technology and network evolution assessment. LCC also performs customized what-if analyses, for example, assessing the impact of introduction of a specific data service on network requirements.

>>> REGULATORY SUPPORT & LICENSE BIDS

Clients have turned to LCC to help with spectrum auctions since 1983, when the company assisted initial A band and B band U.S. operators with regulatory and filing support for licenses with the Federal Communications Commission. With the evolution of spectrum policy in the U.S., the need for this type of service has become more important for new entrants that are considering the acquisition of emerging spectrum positions. LCC's assessment includes the fit for a given product, the technical or interference issues with respect to technology deployed at a given band, the current and future regulatory environment governing the overall U.S. spectrum, as well as assessment of past spectrum sales, both through auction and private sales. Internationally, LCC also assists with creation of the technical portion of license bid applications.



>>> Today's thought leadership revolves around cutting-edge innovations in EDGE, UMTS, HSPA, EVDO, WiMAX and the creation of world-class 3G networks. At the heart of these new telecommunications networks is intelligence delivered by LCC.

>>> **VENDOR QUALIFICATION & SELECTION**

LCC helps clients with vendor selection and the evaluation and selection of infrastructure, based on their fit with the business drivers. This service can also include management and development of an RFP to infrastructure vendors. LCC also offers RFP bid response evaluation and comparison services, taking into account factors such as vendor financial strength, the regional presence and support they offer, augmented solutions they can deliver, financial terms, technology, and past relationships.

>>> **TECHNOLOGY TRIALS**

LCC has considerable experience in leading or assisting with technology trials of emerging technologies. Services include creating test plans, identifying appropriate test equipment, conducting tests, analyzing collected data, and presenting results.

>>> **NETWORK AUDIT AND DUE DILIGENCE**

One of the keys to profitability in running a wireless network is to run an efficient network. LCC offers network audit services that can help minimize operational expenditures by identifying unused resources or potential for higher efficiency. Network audit and due diligence services are also provided for investment purposes or mergers, in order to assess network quality.

>>> **CUSTOMIZED SIGNAL AND INTERFERENCE TESTING**

LCC uses its proprietary signal and interference measurement solution to collect data at any frequency, and then customizes analysis of the data to suit the needs of a project. This solution can be used to make measurements at newly available spectrum, assessing spectrum for clear frequencies, as well as for specialized interference analyses.

>>> **SAFETY AND ENVIRONMENTAL REGULATIONS**

LCC has completed wide-ranging safety and regulatory compliance audits for both mobile and broadcast clients. The company has developed a particular expertise in RF hazard compliance issues, and is currently developing unique methods of assessing compliance and assuring concerned stakeholders that new facilities comply with relevant RF exposure guidelines. LCC evaluates and provides a range of spectrum analyses and services, based on the commercial valuation of product offerings the carrier seeks to introduce.

>>> **ABOUT LCC**

Throughout its history, LCC has brought innovations to the wireless industry. Its consulting practice has delivered improved in-building wireless coverage, solutions for E911, optimization of wireless data networks, and emerging wireless broadband technologies. From its inception 25 years ago, LCC has been asked by clients to solve engineering, deployment, operational and business challenges that had never before been addressed.



www.LCC.com

/// THE KNOWLEDGE THAT POWERS THE NETWORK™ ///

The wireless industry has become global in its scope and ambitions. LCC has grown to serve it. Today our work force unites people from more than 50 nations, working together on every continent worldwide except Antarctica. We are truly as diverse as the world we serve. LCC offers one of the largest, deepest teams of brilliant, committed, determined engineering, deployment, operational and business professionals in the wireless world.

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