



WIMAX – DIMENSIONING A NETWORK FOR PROFITABILITY

There are many variables to consider when deciding to make WiMAX the platform of choice for your broadband wireless access. Offering true broadband speeds and allowing for the delivery of advanced content and mobile services, WiMAX provides a compelling solution to wireless operators, mobile content companies, and media companies alike. With its broad reach and lower cost of deployment, WiMAX reaches uncharted territories – new markets, new customers, and new services.

Determining the impact of mobile and fixed WiMAX services on your business and customers is of great importance. Researching the Return on Investment (ROI) and the CapEx and OpEx expenditures required for deploying a WiMAX network, will be critical. Finding an impartial company experienced in this emerging technology is vital. Enter LCC. LCC has extensive experience in supporting WiMAX advancement – including a deep understanding of the technology, extensive experience with multi-vendor equipment, in-depth WiMAX business analysis and network trial experience. The decision to enter the WiMAX arena is an exciting one. LCC can help you understand if it's a smart and/or profitable one.

ENTER WIVIEW™

WiView™ is a business planning tool created to answer specific questions about the economics of WiMAX. Designed by LCC's Research group, WiView™ is a network dimensioning tool dedicated to analyzing WiMAX technology. It can assist with the evaluation of the technology, equipment and implementation options for fixed and mobile WiMAX.

Utilized in conjunction with consulting services provided by LCC's team of broadband network planners, WiView™ provides a comprehensive view and economic understanding of delivering WiMAX services. WiView™ is a powerful web-based tool that supports the required planning and evaluation of critical elements in order to bring the emerging data, video and other WiMAX applications and services to market.

WiView™ will answer such questions as:

- > What are the market dynamics for fixed and mobile WiMAX?
- > How do I estimate infrastructure requirements and resulting CapEx?
- > How can the service offering and technical parameters be optimized for my business plan?

WiView™ allows clients to run "what-if" scenarios to develop accurate business plans and timelines. Specifically the tool:

- > Helps to develop cost effective operational models
- > Calculates tradeoff between coverage and capacity
- > Compares the WiMAX opportunity for residential and business in various population densities
- > Estimates the costs and profitability of a new service rollout



Coupled with a Comprehensive consulting engagement, WiView™ is the ultimate support tool.

WiView™ has a complex analytical program structure that allows for examination of the market dynamics, infrastructure requirements and the resulting business case. WiView™ estimates the network infrastructure required to support specific coverage and capacity requirements and provides for a variety of “what if” scenarios to help identify key variables in the business plan.

From a technical perspective, WiView™ allows users to:

- > Create custom business case scenarios
- > Evaluate impact of various spectrum options and channel band plans on CapEx and OpEx
- > Analyze fixed or mobile versions of WiMAX
- > Model urban, suburban and rural population densities
- > Compare overlay vs. Greenfield network deployments
- > Perform sensitivity analysis to highlight key variables impacting profitability
- > Import/export data from other sources



Run powerful “what-if” scenarios.

LCC’s experienced team of researchers and advanced engineering consultants will support you through the entire WiView™ business planning process. Our consulting services encompass the gathering of all relevant information, evaluating and analyzing the business plan results, managing all related spectrum management activities, and ultimately defining and refining your WiMAX implementation strategies.



Designed from a technology perspective *and* a user’s perspective.

LCC KNOWS WiMAX

LCC knows WiMAX. We have helped wireless operators, content providers, equipment vendors and financial advisors determine the role of WiMAX in their network plans and business strategies. LCC pioneered the development of WiView™ from our proprietary processes, capabilities, and intellectual property gained through actual carrier-grade experience in designing, testing and delivering advanced wireless networks on a global basis.

LCC’s WiMAX Experience Includes:

- > Business Planning
- > Technical Analysis
- > Market Research
- > Cost & Economic Models
- > Spectrum Valuation
- > Training
- > Spectrum Acquisition Analysis
- > Network Trials & Testing Analysis

Celebrating 25 years in the wireless industry, LCC continues to bring innovation and expertise in advancing wireless network services. From developing the industry’s first RF planning tool to measuring and monitoring End-User Quality of Experience today, LCC provides advanced network services to achieve higher quality of service under the growing network demands of tomorrow. Building on 25 years of designing, optimizing and maintaining advanced wireless networks, LCC is ideally poised to help deliver the next generation of networks to the market.



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WiView™