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# Fujitsu Mobile Backhaul Solutions

Mobile data traffic is exploding due to escalating use of wireless connectivity, creating pressure for wireless service providers to increase their bandwidth capacity. Many wireless carriers are turning to third parties to fulfill their growing and critical need for backhaul, while still maintaining healthy profit margins.

## Building a Backhaul Revenue Engine

This situation amounts to an excellent business opportunity for MSOs. With huge investments in optical fiber plant, MSOs already reach into the heart of metropolitan and suburban residential areas, where the majority of mobile traffic originates and the need for backhaul is greatest.

Time is of the essence in capturing and growing backhaul business from wireless providers. Taking advantage of existing fiber plant by building or growing a backhaul network is, however, no small undertaking. Wireless providers impose strict SLA requirements, often with financial penalties, that demand close attention to network architecture and technology, right up to the last mile.

## Capitalizing on Key Business Advantages

By leveraging existing infrastructure, MSOs can capitalize on three key business advantages:

- MSO infrastructure is often in close proximity to key cell tower locations.
- Because MSOs often use Ethernet as a transport medium, they can offer equivalent T1 service to mobile operators at a significant discount over what the LECs charge.
- Bandwidth can be sold in increments of 1 Mb that can be provisioned remotely with no truck roll needed.

## Overcoming the Business Challenges

MSOs seeking to develop their backhaul business opportunities face several important challenges and risks:

- Time-to-revenue must be speeded up as much as possible
- Service performance and quality must be of the required standard
- Scarce talent and resources may inhibit ability to deliver
- Complex project management demands can expand timeframes

Fujitsu can provide the technical expertise, resources and project management needed to ensure that MSOs meet their profit and growth objectives in the backhaul market.

## The Fujitsu Mobile Backhaul Solution

**Project Management**
- Single point of contact
- PMP/TL9000 certified
- End-to-end accountability for delivery

**Network Engineering**
- ISP/OSP engineering
- Network diagrams
- Intra-bay fiber plan and level

**Site Engineering**
- Preliminary site surveys
- Engineering specifications package

**Furnish Materials**
- Installation materials
- Material management
- Material kitting

**Professional Services**
- Fiber characterization
- Onsite and remote network discovery
- Software upgrades
- Circuit provisioning
- Network migration
- Power and grounding audits

**Installation**
- Method of procedure
- Engineering as-built
- Completion acceptance report

**Turn-Up and Test**
- Card installation
- Power and optical measurements
- Standard NE provisioning
- Local loopback testing on populated slots
- GigE and BER testing

## The Fujitsu Solution

Fujitsu offers full turnkey backhaul solutions and the broad span of expertise needed to simplify costly, complex networks and create a converged, packet-backhaul infrastructure that quickly generates revenue and profit. We take a vendor-and product-neutral approach, providing services, support and equipment solutions that are engineered to your specific situation.

As you work through the challenges and choices of developing your backhaul business offering, technology selection and strong project management are crucial. Fujitsu has the right technical expertise, in combination with proven project management methods, to prepare your network for the stringent SLA requirements of wireless providers. We take every aspect into account and collaborate with you to identify and deploy the best solutions. Our expert technicians will guide you through complex issues and challenges, ensuring a successful outcome and the best possible technology and vendor selections for your needs.

## Services-Based Multivendor Approach with Fujitsu Master Network Integration

Fujitsu has the resources, expertise and technology needed to build and operate large-scale next-generation backhaul networks. We use a professional services approach, based on a thorough understanding of each customer's critical business needs, such as SLA support and last-mile connectivity. Fujitsu has business analysts, network architects, master network integration specialists, program managers, and a full-service network operation center to deploy or modernize state-of-the-art backhaul networks.

Fujitsu Master Network Integration solutions are designed to ensure that network elements are deployed and integrated for optimal performance and efficiency. We deliver the same high level of commitment, expertise and results regardless of whether the network elements are Fujitsu or those of another vendor.

## Rigorous Industry-Standard Quality and Management Processes

Fujitsu has wide experience with complex multivendor deployment projects and has implemented thousands of Fiber-to-the-Tower solutions, in addition to thousands of other types of turnkey multivendor projects with major telecommunications providers. We know the value of process-driven management in getting the right results the first time. Along with our expertise in products, services, testing and interoperability, this enables us to engineer solutions that speed time to deployment and drive cost out of backhaul networks. Our rigorous vendor quality management processes ensure that all third-party vendors meet or exceed TL9000 guidelines, and we conduct thorough inspection of all construction activities prior to sign-off. From project plan to profit, we give you the support you need to deliver next-generation mobile backhaul services.



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