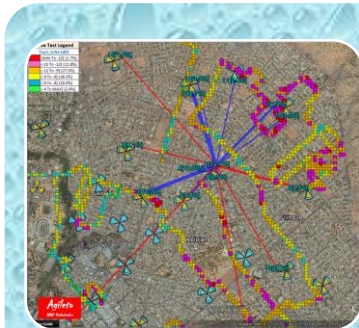
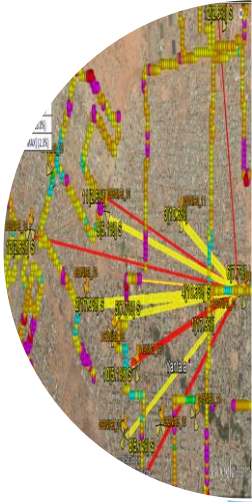


Cost Effective Optimization Service by:



Agileto

Agileto
2G-3G-4G
Optimization
PRO EDITION

AGENDA

➤ Current MNO challenges

➤ Our Solution

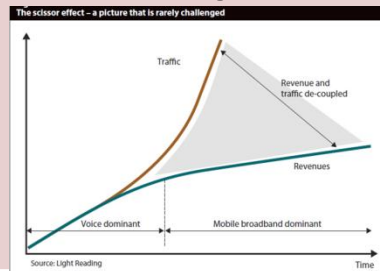
➤ Key benefits to MNO

MNO Key Challenges

Introduction/TTM of new Technologies (4G, 5G, Het-Net...)

Balancing Revenue with Capex and Opex

**Budget constraints:
High data traffic v/s low ARPU**



Maintaining and Optimizing the current infrastructures

Managing Customer Experience: CEM v/s churn

Marketing challenges: more throughputs & diversified services

Network operators tend to push the envelopes for new technologies and services



Hence they seem to announce throughputs and quality using features and fine tune parameters

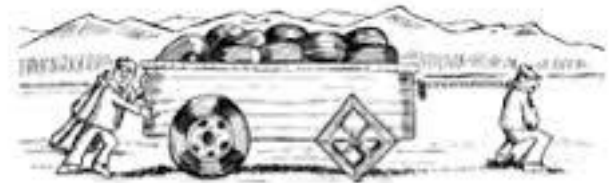


Reality Question : how fast can you go on square wheels?

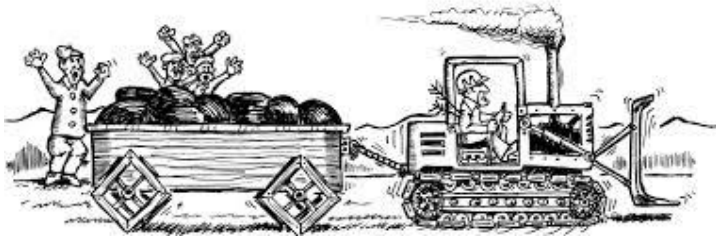
Physical layer as Square Wheels



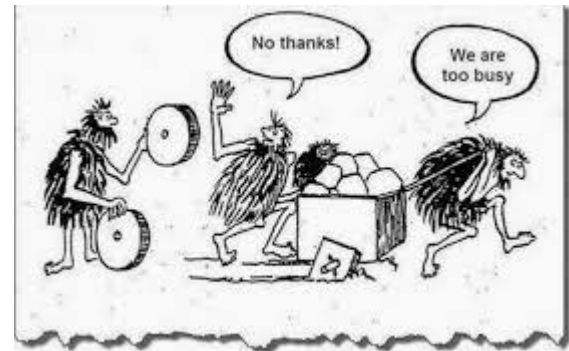
Spending on Pushing or/and pulling will not get you faster



Parameters can help – one cornerstone



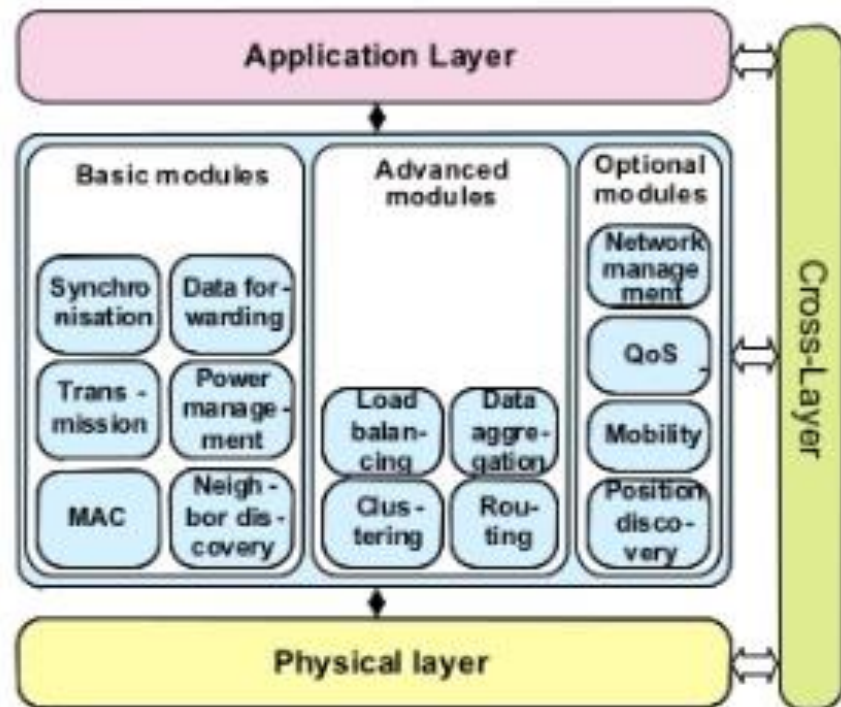
3G/4G/5G are slowed because of unoptimized Physical Layer



MNO has been reluctant on Optimizing Physical Layer:
BUT... the ROI is appealing!

Mobile Network Layers

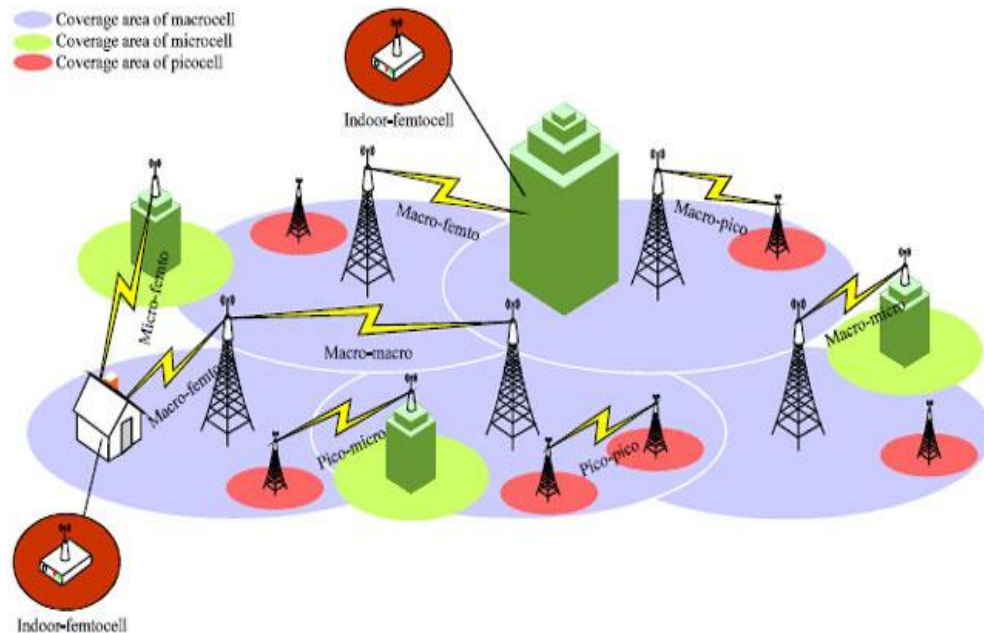
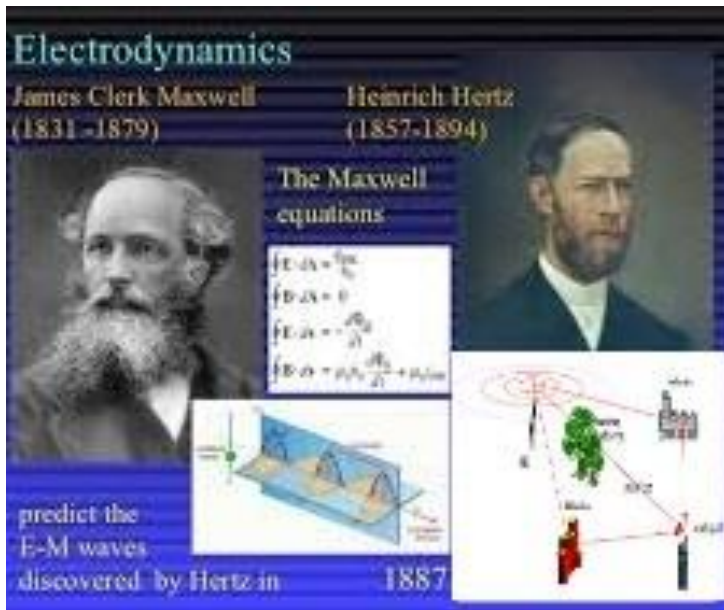
Customers see their “Application” which reposes on modules held by the Physical Layer



Importance of Physical Layer

Physical Layer is the foundation of Mobile Network

Physical Layer is mainly about Propagation



AGENDA

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Our Solution: who are we?

Strong with more than 15 years of experience in mobile telecom:

- Design
- Deploy
- Optimize

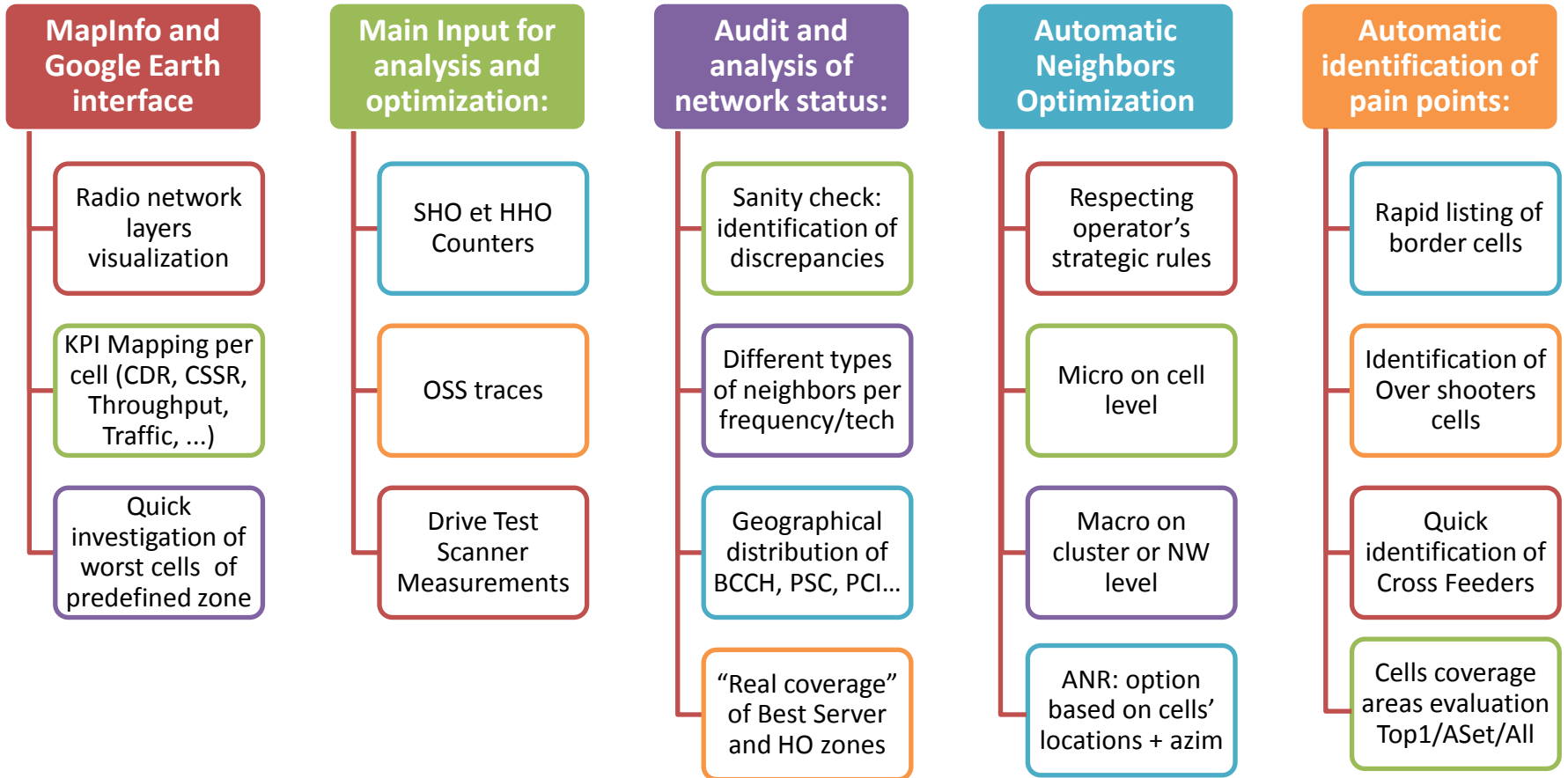
Specialized in solving propagation issues and optimizing 2G/3G/4G MNO's physical layers

Powered by **Agileto** an advanced multi-technologies optimization tool

Flexible to offer on-site and remote services:

- Leveraging CAPEX+OPEX with aggressive ROI

Our Solution in details



AGENDA

➤ Current MNO challenges

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➤ Key benefits to MNO

Key Benefits to MNO

Enhanced services of network
Audit and Optimization:
2G / 3G / LTE I-RAT and Inter-
Freq considerations

Vendor agnostic with unique
and powerful optimization
algorithms implemented into
Agileto tool

Multi-Layer flexibility: SLA
commitment on KPI
improvements for worst
cells, cluster and/or
BSC/RNC/TAC

Leveraging
CAPEX/OPEX
with
agressive ROI

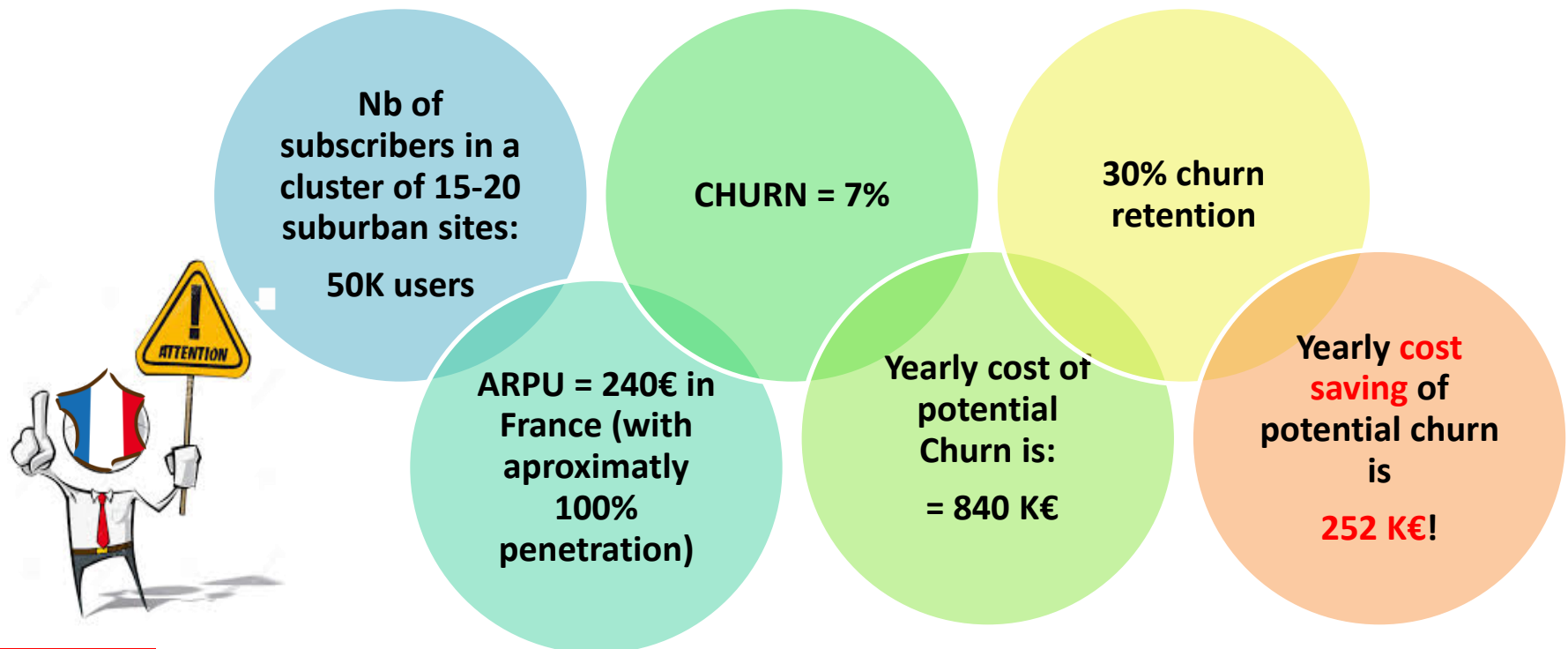
Optimization based
mainly on the OSS traces
and scanner Drive test
(minimizing CAPEX)

Key Benefits to MNO: ROI

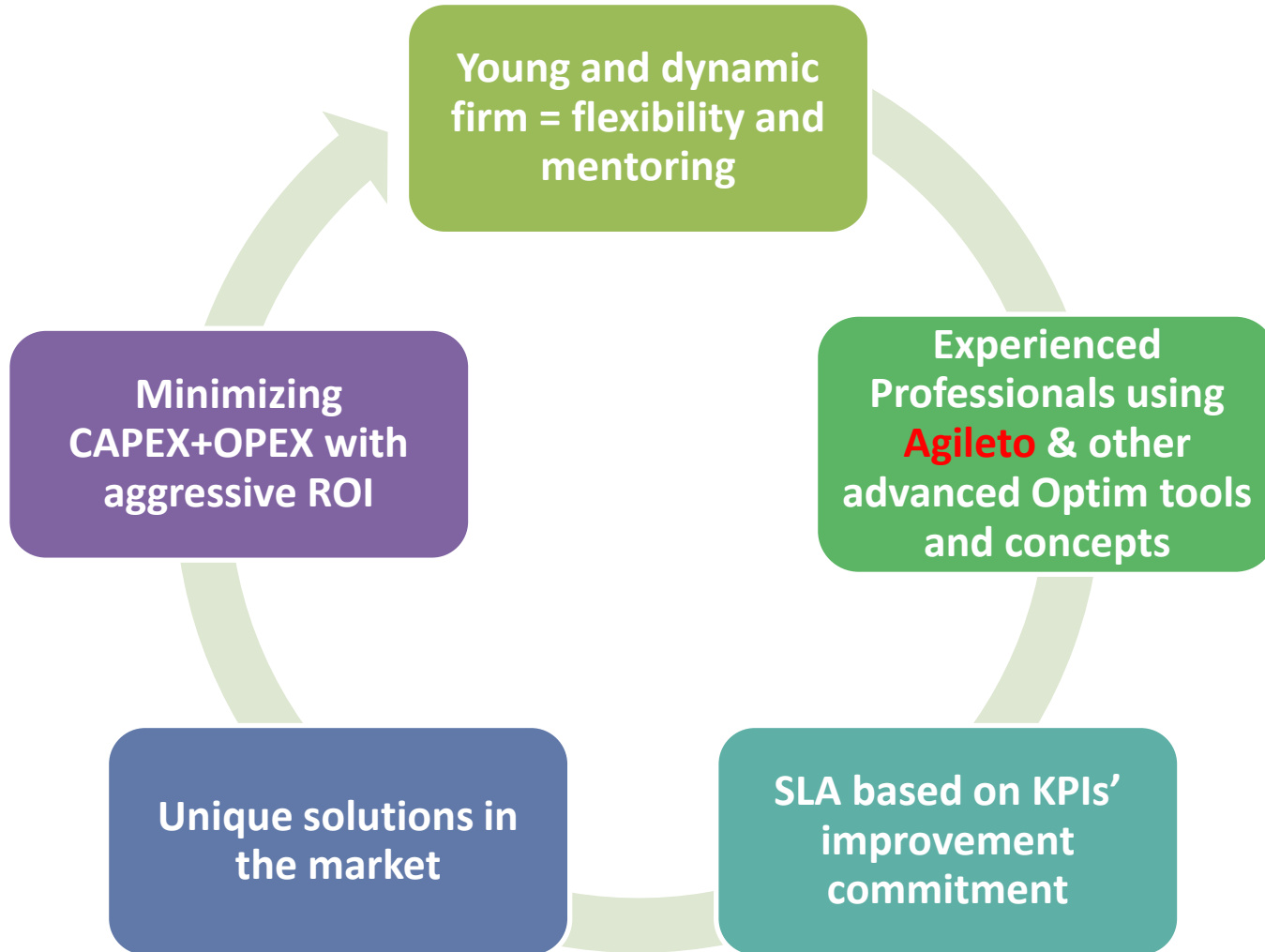
According to Deloitte surveying why users choose/stay faithful to their Operator:

- 20% because of good coverage
- 10% for good customer management

Cost saving = ARPU x Churn % x 30% retention x average nb of subscribers in cluster



Why choose **Agileto**?



Why choose **Agileto**?

We can help to define and create a better wagon today, and a much different future for your Network



We did not
invent the
wheel!

But we sure know
how to help you
use it...

POC
(Proof Of Concept)



What kind of services are we providing currently ?

- **Network Optimization services** (including roll-out or/and swap) for any mobile networks (2G/3G/4G) from small clusters to large (BSCs/RNCs/TACs) areas;
- **Benchmark** analysis on multiple drive test metrics/networks;
- **Enhanced Agileto PRO Edition license(s)** for your own usage;

We are providing for **FREE** our services as **POC** (Proof Of Concept) for all our new clients so do not hesitate to contact us Today !



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Skype Id: agileto

Facebook page: (Agileto Tool)

<https://www.facebook.com/agileto>