

Assignment- part-2

Opportunities of MVNO by Femtocell
Deployment

Outline of the Presentation

1. MVNO and Femtocell
2. Present scenario
3. Strategies to be thought for deployment of femtocell by MVNO
4. Deployment set-ups, based on the roles of the actors in the mobile supply chain ;
5. Opportunity & Risk based on role of the actors
6. Structure of business model
7. outcome

Definition

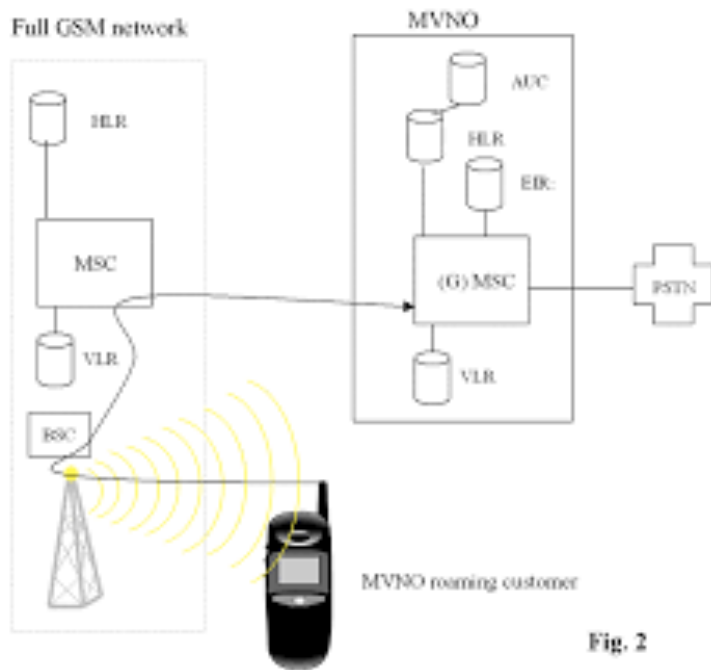
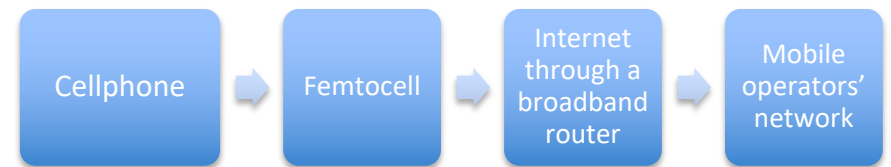


Fig. 2



Present Scenario

MVNO

Problem

- Licensed spectrum scarce of MVNO;
- Lack of authority;
- Customer needs (coverage, signal strength)

Europe: deployment with 3G, 4G or up

Asian: still 2G, 3G

- Femtocell

short-range, low-power, low-cost cellular base stations

It is expected that femtocells will gain importance in the future and Cisco estimates that by 2016, “over 3.1 exabytes of mobile data traffic will be offloaded to the fixed network by means of dual-mode devices and femtocells each month”

* Not only popularize 3G and MVNO services but also in wireline services

Strategic points for deploying femtocell by MVNO

Actor?

- MVNO/MNO/
MVNE/

Configuration?

- Open or
Closed
access?

Projection

- Subscriber no
- Device
needed to
coverage

Deployment set-ups, based on the roles of the actors in the mobile supply chain

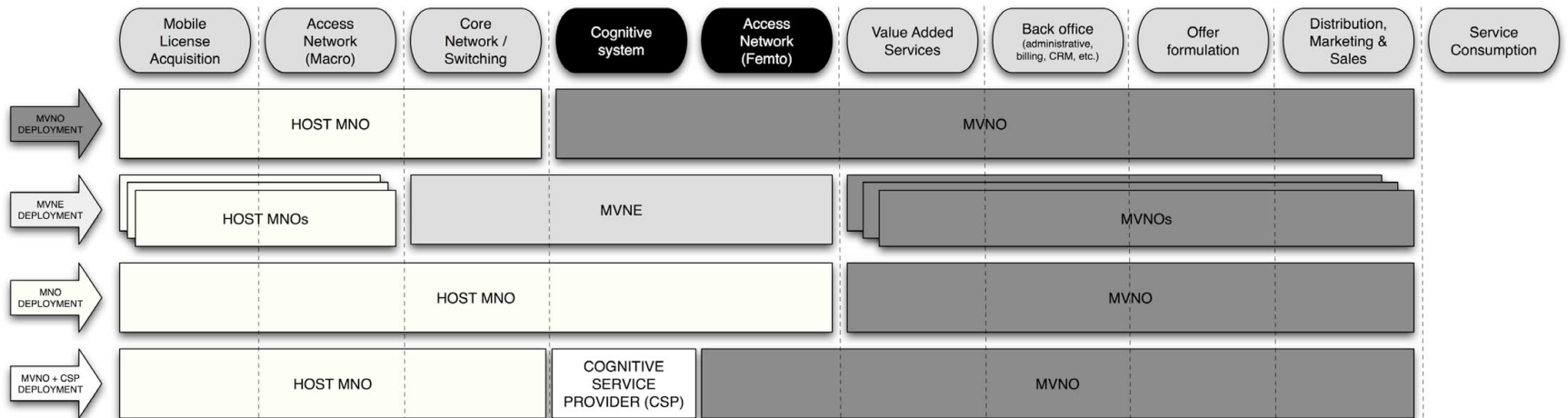
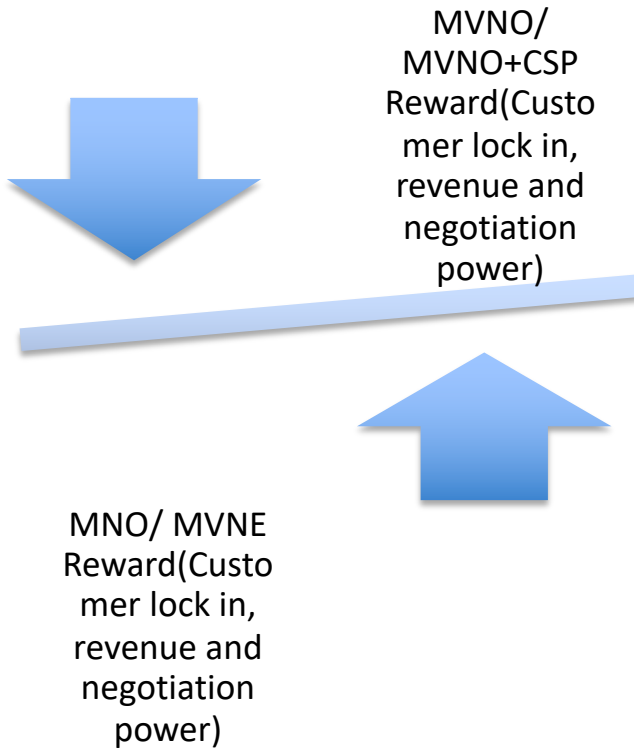


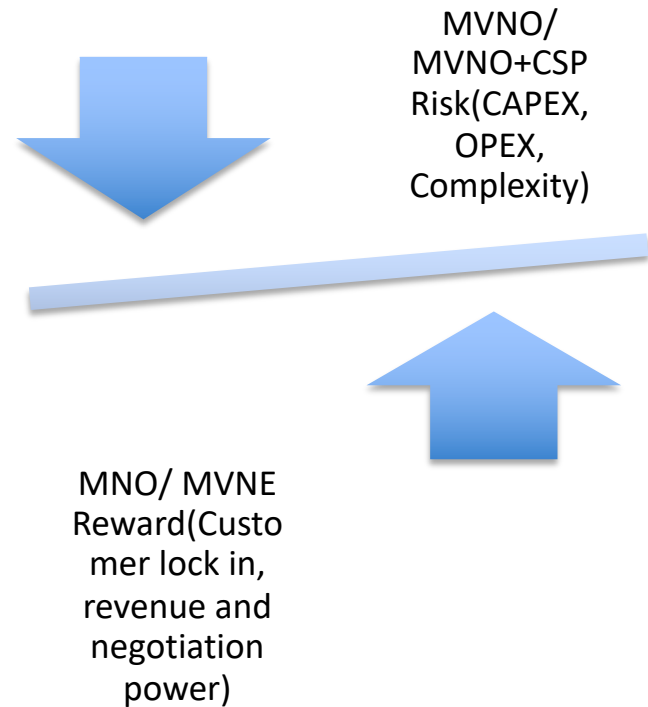
FIG. 1: A COMPARISON OF DEPLOYMENT SET-UPS, BASED ON THE ROLES OF THE ACTORS IN THE MOBILE SUPPLY CHAIN

Opportunity & Risk

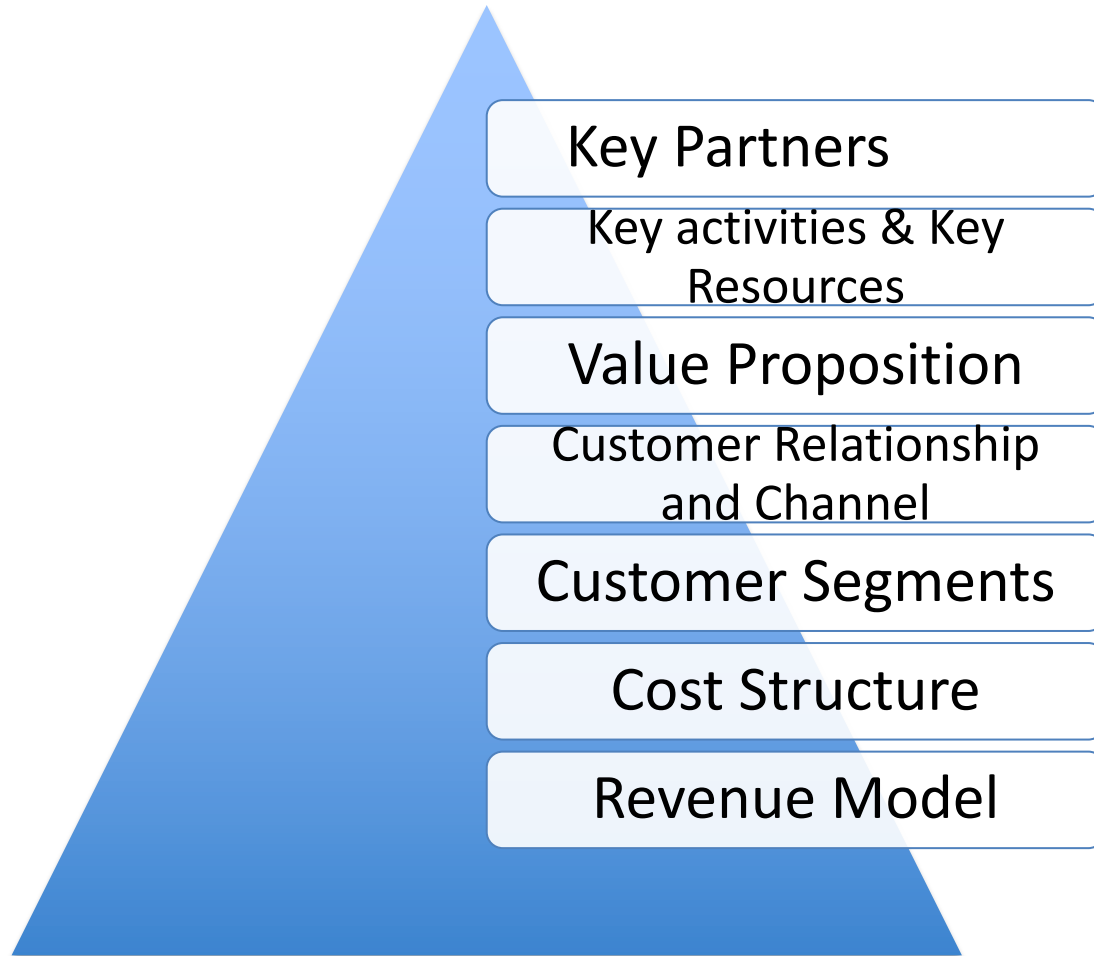
Reward



Risk



Structure of Business Model



Outcome of business model: Inverse MVNO?

- It will be collaborative business model
- Business opportunity for MVNO; business strategy execution;
- Identify new services by service providers to end users;
- QoS ensure
- Identify the different entity in value chain
- ARPU and Capex-Opex (?)

References

[Shared Smallcell Networks: Multi-Operator or Third Party Solutions – ?Or Both?](#) Jan Markendahl, Amirhossein Ghanbari, Wireless@KTH, Royal Institute of Technology, Electrum 229, SE-16440, Kista, Sweden

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[Femtocell Mass Deployment: Indian Perspective](#), Dr. S.S. Prasad¹, Rithika Baruah², Department of Electronics and Communication, National Institute of Technology.

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