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New iGR white paper discusses how Mobile Edge Computing and edge analytics can generate revenues for mobile operators in a 5G network

Sponsored by ADLINK, the white paper details how edge analytics provides real-time information of devices and networks

AUSTIN, Texas, May 12th, 2016 – As the industry works towards the first 5G deployments in the next few years, mobile operators are also starting to build the infrastructure and platforms necessary for monetizing the new generation of mobile networks. The new 5G architectures will require a new approach to collecting and analyzing data from the networks.

In the past, the majority of analytics information has come from the mobile packet core, but new mobile analytics capabilities are now needed that provide real-time information from across the network, including the RAN (Radio Access Network) and the user device itself. In addition to providing information about the mobile network and its performance, analytics must now encompass how the consumer is using their device, the type of device they have and its current status, the applications being used, and consumer behavior. Active mobile analytics is needed that provides intelligence in real-time.

“Mobile operator economics are changing rapidly with the result that the focus today is network monetization and not simply network optimization,” said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. “Active mobile analytics, enabled by Mobile Edge Computing (MEC), can be used to monetize the network and create new revenue streams for the operators.”

In its most recent white paper, [The Importance of Edge Analytics in a 5G World: Driving revenue from analytics](#), iGR discusses how analytics will be an important part of the MEC solution in a 5G network, enabling mobile operators to accurately understand the use of devices, networks, applications and services in real time, so that they can identify demand for new revenue-generating services and applications. Additionally, iGR recently presented a [webinar](#) that discusses the use of edge analytics in a 5G environment, and a recording of that webinar can be downloaded for free.

The following key questions are addressed in the white paper:

- How will 5G networks differ from current LTE networks?
- What is Mobile Edge Computing (MEC)?
- How is information pulled from the RAN and devices?
- What are active mobile analytics?
- How will active mobile analytics drive revenue?
- What solutions are available for active mobile analytics?

iGR's new white paper, [The Importance of Edge Analytics in a 5G World: Driving revenue from analytics](#), and a recording of the related [iGR webinar](#) can be downloaded at no charge directly from *iGR's* website.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its sixteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.

About ADLINK

ADLINK Technology is enabling the Internet of Things (IoT) with innovative embedded computing solutions for edge devices, intelligent gateways and cloud services. ADLINK's products are application-ready for industrial automation, communications, medical, defense, transportation, and infotainment industries. Our product range includes motherboards, blades, chassis, modules, and systems based on industry standard form factors, as well as an extensive line of test & measurement products and smart touch computers, displays and handhelds that support the global transition to always connected systems. Many products are Extreme Rugged™, supporting extended temperature ranges, shock and vibration.