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FOR IMMEDIATE RELEASE

New Research from *iGR* quantifies benefits resulting from SON deployment on new LTE networks

iGR forecasts \$2.34 billion in LTE CapEx savings, \$4.5 billion in LTE OpEx savings with full SON implementation by 2016

AUSTIN, Texas, January 23rd, 2012 – As the demands of the end users have increased, with more bandwidth needed in specific locations, mobile operators have started to deploy an increasing number of small cells and a wider variety of base stations. As more LTE cells are deployed, so the mobile operators will also deploy Self-Organizing Network (SON) solutions, as defined by Releases 8, 9, 10 and 11 of the 3GPP.

SON is at the core of launching new cost-effective 4G devices and applications via a new evolutionary network concept. SONs greatly simplify legacy standard operational tasks via automated triggers for self-configuration, self-optimization, and self-management functions. The legacy centralized approach to network management is soon to be replaced by a hybrid configuration (partially centralized and/or partly decentralized) option that will enhance robustness, scalability, and integration integrity with 2G, 3G, and 4G network elements across multiple carrier networks, as the transition to 4G begins to evolve in 2012.

iGR's latest research study, [Impact of Self Optimizing Networks on U.S. LTE Infrastructure, 2011 – 2016](#), provides a fundamental understanding of SONs, the current state of the Service Architecture Evolution that provide the transition alternatives to 4G and the potential financial benefits of SON.

“SON is an important set of concepts that will radically change the way 4G mobile networks are design, built and operated,” said Iain Gillott, president and founder of *iGR*. “As the industry moves toward small cell architectures, with vastly more cells deployed in a given area, the industry must adopt new network management techniques to control capital and operational

expenses. If SON is not successfully utilized, increased operational costs could slow the deployment of small cells.”

SON is expected to significantly reduce CapEx and OpEx via automation of operational and network management costs associated with deployment, installation, operations, maintenance, training and support. SON automated functions will reduce costs associated with daily operations, including power utilization costs. Most importantly, the customer experience will be greatly enhanced as a result of greatly improved network stability and integrity.

iGR expects that LTE CapEx savings resulting from full SON implementation between 2011 and 2016 will be \$2.34 billion and LTE OpEx will be \$4.5 billion.

iGR's new research study provides:

- Current Status of 3GPP 4G Standard and SON
- Summary of 3GPP Release Functionality
- Service Architecture Evolution (SAE)
- Overview of Self-Organizing Network (SON) Concepts
- SON Architecture Configuration Alternatives
- SON Capabilities
- Detailed Overview of SON Services
- Benefits of SONS
- Financial Benefits from SON deployment
- Discussion of Network Management Benefits from SON
- Discussion of Network Operations Benefits from SON
- SON Financial Impact Forecast
- Long-term OPEX, CAPEX and Revenue benefits to be realized by SON
- Discussion of SON as the Foundation of the Basic LTE Network

This report is part of *iGR*'s Small Cell Architectures Research Advisory and Subscription Service.

For additional information on *iGR*'s new study, [Impact of Self Optimizing Networks on U.S. LTE Infrastructure, 2011 – 2016](#), please contact Amanda Louie, *iGR*'s Director of Strategic Development, at (512) 554-1701 or by email at amandal@iGR-inc.com.

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 entering its twelfth 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 applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; 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. *iGR* is a member of the Rural Cellular Association. A more complete profile of the company can be found at www.iGR-inc.com.