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FOR IMMEDIATE RELEASE

New *iGR* study discusses the potential impact of Software Defined Networks on mobile backhaul

SDNs and Carrier Ethernet will be critical for the transition to the next generation of mobile backhaul

AUSTIN, Texas, November 27th, 2012 – Software Defined Networks (SDNs) represent a transition away from legacy distributed protocols and fixed networks to a network where resources are centrally controlled and transport is allocated across a number of viable alternative networks. The SDN replaces traditional networks that have many disparate types of network elements and protocols that are very challenging to manage.

Software Defined Networks enable mobile operators to architect a new virtual-like network infrastructure that has Carrier Ethernet as the foundation to provide the best in mobile backhaul (MBH). Carrier Ethernet is at the core of the transition from multiple legacy networks to software defined networks (SDN). Cost efficient mobile backhaul for new emerging 4G networks may be significantly impaired without SDNs.

iGR's new market research report, *Software Defined Networks: Impact on Mobile Backhaul*, provides an introduction to software defined networks in mobile networks and their potential impact on mobile backhaul.

"*iGR* views SDNs as the start of a process of virtualization of the mobile network, from fronthaul and backhaul through to the EPC itself," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "As the industry has moved toward the use of 'off the shelf' hardware for the packet core, so the next logical step is toward full virtualization. SDNs are the first step down this long road."

The following key questions are addressed in *iGR's* new research study:

- What are Software Defined Networks?

- How did SDNs originate?
- Why are mobile operators interested in SDNs?
- What are the benefits of SDNs?
- What are some of the challenges surrounding the implementation of SDNs?
- Who are the major SDN players?
- What is the prognosis for SDNs' adoption?

The information in this report will be valuable for:

- Mobile operators
- Mobile infrastructure OEMs
- SDN solution vendors
- Mobile backhaul solution providers
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

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.

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