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New *iGR* study discusses Mobile Virtualization and its potential impact through the entire mobile ecosystem

iGR defines three distinct types of mobile virtualization: mobile application virtualization, mobile access virtualization and mobile core virtualization

AUSTIN, Texas, February 22nd, 2013 – Mobile virtualization is a hot topic in the wireless industry today. However, there is considerable lack of knowledge as to what constitutes mobile virtualization, and how, and when, it will be implemented by mobile operators. Mobile virtualization will also enable new business models for mobile network operators, device OEMs and a new type of MVNO.

There are also potential downsides for the mobile network operators with mobile virtualization – without careful consideration for the business models, the operators could be pushed more into a ‘bit pipe’ role. However, with careful deployment and consideration for the overall impact, mobile virtualization could also allow the mobile network operators, and the vendors that support them, to realize new opportunities.

iGR defines three types of mobile virtualization, which are described in detail in this report:

- Mobile application virtualization is when an application is separated from the other apps and services running on the mobile device.
- Mobile access virtualization occurs when the mobile device connects to multiple radio access networks (RAN) transparently to the user.
- Mobile core virtualization is when the evolved packet core (EPC) is fully virtualized and run in a data center with off-the-shelf hardware.

“Mobile Virtualization begins with the end-user device and extends into the EPC. Consequently, mobile virtualization also means many things to many people. While initially appearing quite simple, mobile virtualization is a much more complex issue than simply multiple OS instances on a smartphone or tablet accessing personal or business applications,” said Iain Gillott, president

and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. “Virtualization permeates the EPC, the core SON, 4G network servers, eNodeBs, small cells, various APIs, and end-user devices alike. There are also many variations on how and when mobile virtualization is implemented throughout the mobile operator environment because it actually touches a myriad of systems and processes.”

iGR's new market research report, *Mobile Virtualization: Impact on the Mobile Ecosystem*, provides an introduction to mobile virtualization, the potential impact on the current mobile ecosystem, profiles of the major virtualization vendors and solution providers, discussion of major threats and opportunities and a forecast of the likely mobile virtualization developments in the next 48 months.

The following key questions are addressed in the new research study:

- What is mobile virtualization?
- What types of mobile virtualization exist and how do they differ?
- What is the function of the hypervisor in mobile virtualization?
- What are the key components required for mobile virtualization?
- What are the current standards efforts associated with mobile virtualization?
- What new business models are enabled by mobile application virtualization, mobile access virtualization and mobile core virtualization?
- What is the potential opportunity for companies such as Apple, Amazon, Microsoft, Barnes & Noble, Samsung and HTC?
- What are the opportunities for MVNOs enabled by mobile virtualization?
- What are the strengths of and opportunities for mobile virtualization?
- What are the major weaknesses and threats associated with mobile virtualization?
- What are the potential opportunities for virtualization solution providers such as Citrix, Cellrox, Cisco, Connectem, General Dynamics Broadband, Red Bend Software and VMware?
- What is the potential impact of mobile virtualization on the mobile infrastructure OEMs such as Alcatel-Lucent, Ericsson, Cisco, Nokia Siemens Networks, Samsung, ZTE and Huawei?

The information in this report will be valuable for:

- Mobile network operators
- Mobile infrastructure OEMs
- Device OEMs
- MVNOs
- Virtualization software and solution vendors
- Financial and investment analysts.

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 thirteenth 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.