



Contact iGR

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

FOR IMMEDIATE RELEASE

New iGR study concludes that Mobile Virtualization will permeate the entire mobile operator infrastructure from the smartphone/tablet to the eNodeB, network server, SON, LTE backbone and the EPC

Few companies currently offer mobile virtualization solutions, but iGR expects more companies to enter this market as the opportunity grows

AUSTIN, Texas, February 25th, 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.

Based on new research, iGR believes that the period of time from 2014 to 2016 will see mobile virtualization beginning to mature in the marketplace. Early adopters of mobile virtualization will experience a number of challenges because mobile virtualization is much more than simply adding a new hypervisor to a device. Mobile virtualization permeates the entire mobile operator infrastructure from the smartphone/tablet to the eNodeB, network server, SON, LTE backbone and the EPC.

“Mobile virtualization appears to be the current Holy Grail for the wireless and mobile industry,” said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. “iGR believes that finding, developing and deploying effective mobile virtualization solutions will be a challenge like none other that will take at least two to four years to become a reality..”

Given that the current standard for mobile virtualization is in its infancy, mobile operators will initially have to rely on a number of hardware and software vendors, which could cause great confusion. Many of these firms will have interim solutions because of the immature state of the mobile virtualization standards.

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.

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 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 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; 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.