

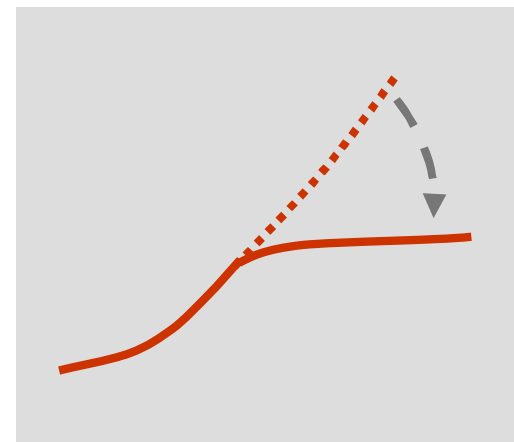
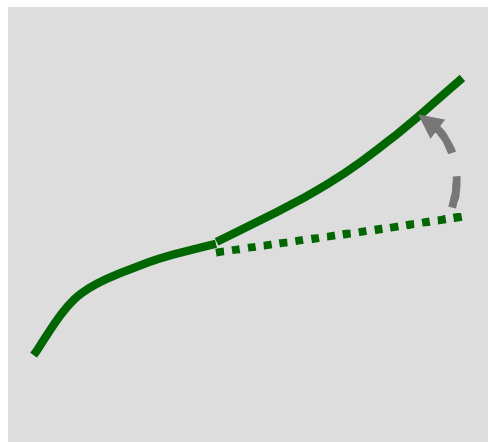
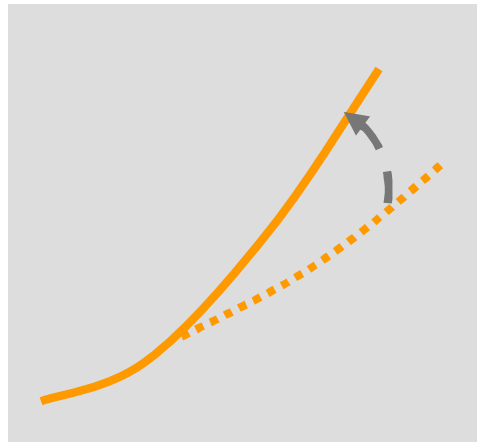


# Enabling Mobile Broadband for All with Single RAN

Global Forum 2009 ,Bucharest, 20th Oct  
HUAWEI TECHNOLOGIES CO., LTD.



# Customers' concerns



**Challenge**

**How to enhance revenue?**

**How to make better MBB experience effectively?**

**How to reduce TCO?**

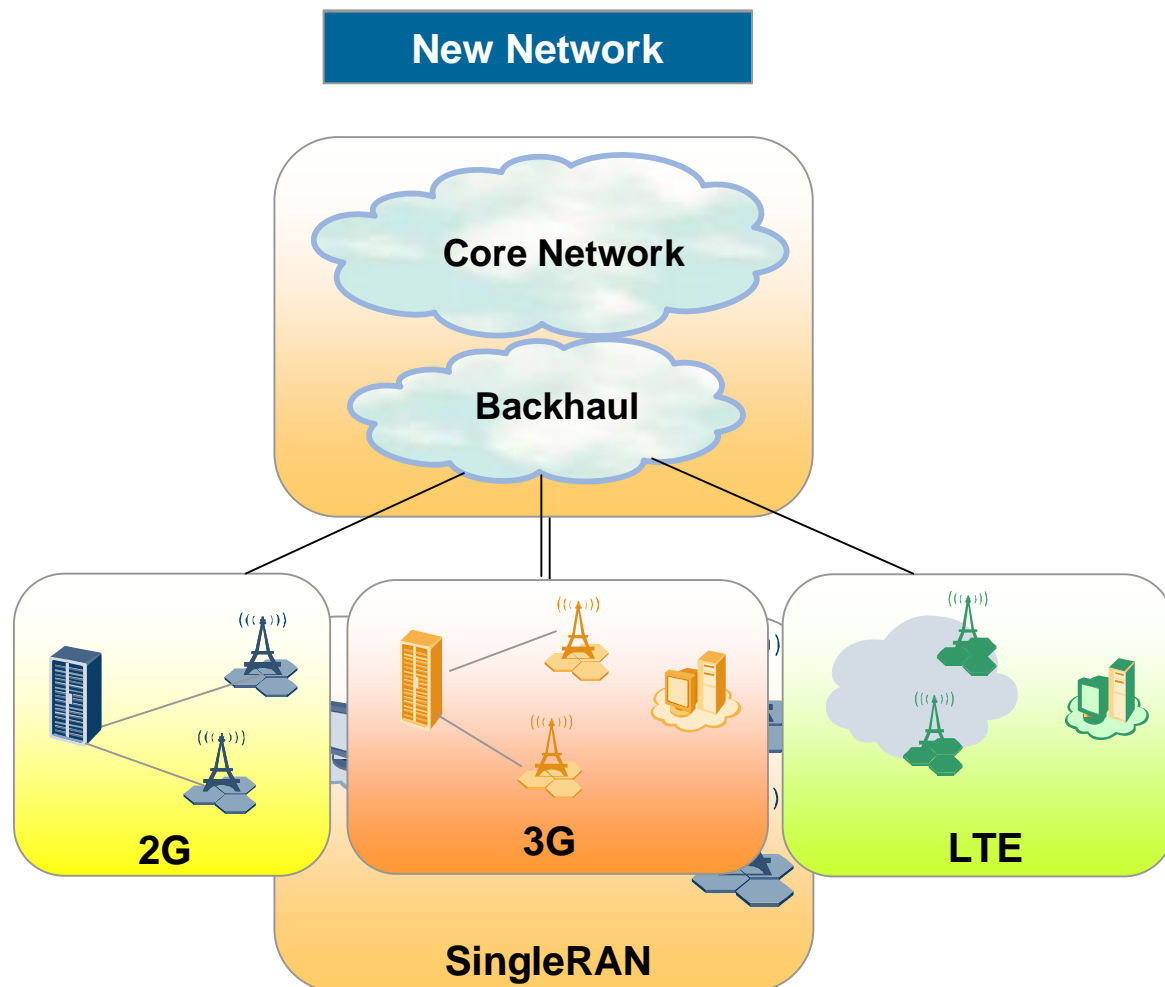
**Solution**

**Smart operation**

**High speed cloud & Continuous cloud**

**Many-to-ONE**

# SingleRAN Decreases Pressure on Operators



## Advantages

**High CAPEX**

§ Flexible business plan

**High OPEX**

§ Fast deployment on demand

§ **Performance Down**  
§ Sharply reduced CAPEX

§ Sharply reduced OPEX

§ Outstanding performance

§ High Reliability

# Huawei Understanding -- One simple & Powerful network

## SingleRAN – One for ALL

### Uni-Equipment

- | Uni-BTS
- | Uni-BSC

### Uni-Site

- | Co-transmission
- | Co-auxiliary facilities

### Uni-Operation

- | Co-RNP/RNO
- | Co-OAM
- | Co-TRM
- | Co-RRM



**One Network**  
Long term viability



**One Deployment**  
Maximized TCO savings



**One Team**  
Optimized human resource



**We've found a way to make  
mobile broad band smarter**