

# Case Studies





## High End WiMAX

### Customer Requirement:

A leading global WiMAX / BWA research company needed technology intensive research on WiMAX deployments, details pertaining to spectrum, vendors, cost, trial details, commercials, tariff and subscriber information for their new product initiative. This product is a web based database tool that would cater to a wide range of subscribers to track WiMAX deployment and trends in the industry.

Customer wanted accurate and quick information on WiMAX deployments world-wide, spectrum, operator information, vendor selection, subscriber, tariff, deployed location and future deployment information and so on. To maintain an online database, the key was a daily update.

### Approach:

Tonse quickly formed a team consisting of Team Lead, 3 researchers and a QC lead to manage this. Remote conference training was provided for few hours to understand the tool and the objective. Within seven to ten days, Tonse was able to produce results with the quality standards set by the leading research company.

Research analyst would follow-up with articles and news items to find out key developments in WiMAX ecosystem and also by tracking spectrum related auctions. Researcher would also track closely all vendors' web sites to look-up deployment related information. Also contacts were established with operators to find out subscribers numbers, key trends, ARPU, new locations of launch. Quality team will validate for accuracy and the team lead will be a single point of contact for the project and will manage the team and interface with the client. This is an ongoing activity with no specific end date.

### Summary:

Tonse Telecom provided significant value to the customer by providing cost effective, accurate information and also deep domain knowledge. Telecom domain knowledge is the key for success for this project as helped get the project off-the-ground with minimal training, fast transition and also saved cost on onsite visit.

## Customer Requirement:

One of the leading Indian software and IT services corporations had plans to diversify and invest in a WISP (Wireless Internet Services Provider). As they lacked required telecom-domain expertise and market intelligence; they approached the market leader in telecom market research & consulting – Tonse Telecom for help in putting together a complete business-plan to define business idea, develop projected financials, create a feasibility plan with valuation analysis and sensitivity scenarios.

## Approach:

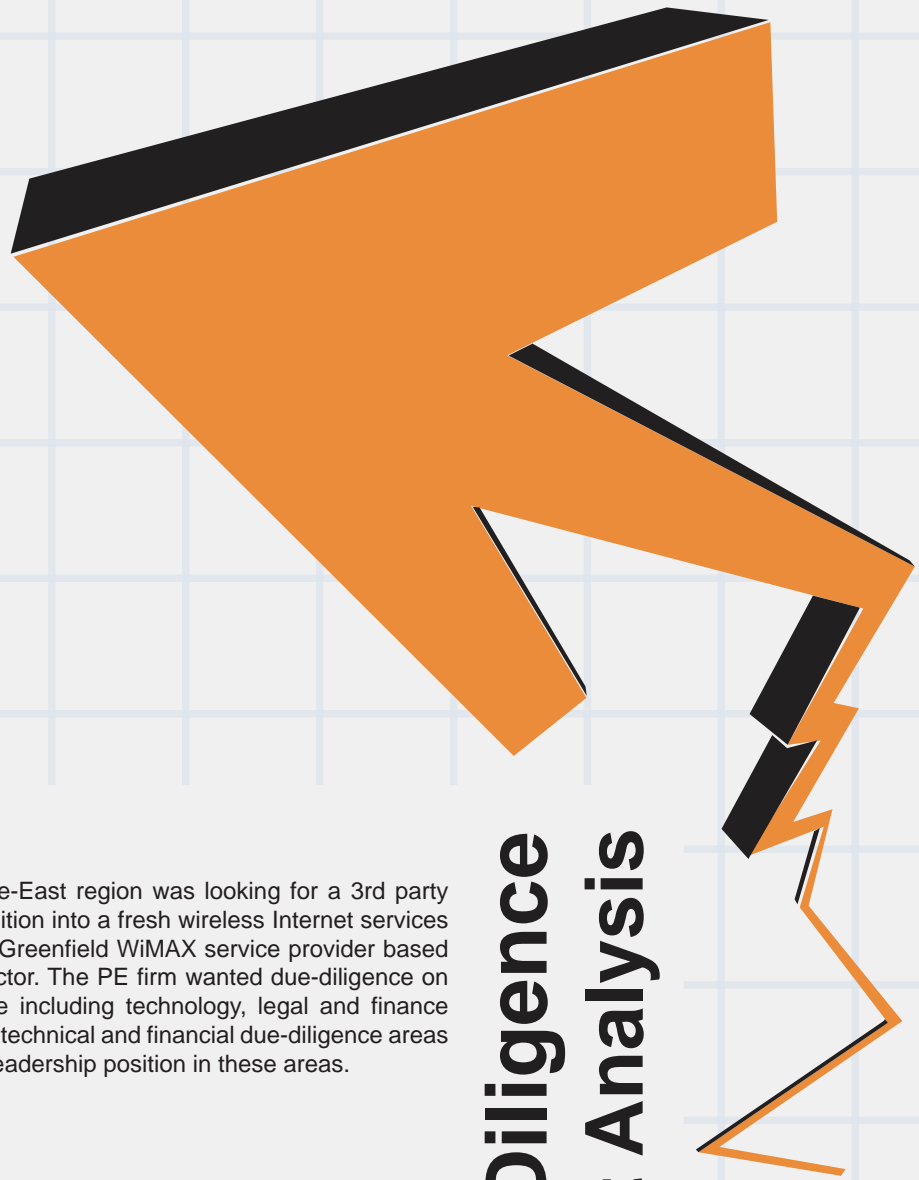
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# Business Plan Validation & Consulting



## Technical Due-Diligence & Market Analysis

### Customer Requirement:

One of the leading PE firms in Middle-East region was looking for a 3rd party due-diligence to an investment proposition into a fresh wireless Internet services business. The target company was a Greenfield WiMAX service provider based in India focusing on the enterprise sector. The PE firm wanted due-diligence on various aspects of the business case including technology, legal and finance areas. Tonse Telecom was engaged in technical and financial due-diligence areas recognizing Tonse Telecom's market leadership position in these areas.

### Approach:

This assignment aligns perfectly with Tonse core-competency of providing unbiased, third-party view of the market opportunity and technical feasibility of the venture. Tonse Telecom maintains up-to-date Indian telecom market data at any given point in time. As a result, we are in a unique position to offer snapshot of the market opportunity very accurately for any business in telecom domain. The project demanded estimating Small-medium size enterprises (SME) in India, which can be quite complex in the Indian market. Tonse worked with various government sources to arrive at number of SME that fit the profile of target customer accurately.

Using this data and results from independent surveys that were carried out, Tonse was able to create financial model for the customer projecting revenues for 5-6 years. As part of technology due-diligence, Tonse studied the proposed network architecture, gave opinion and assessment on network architecture and proposed vendors selected by the investee and carried out detailed RF analysis to validate the claims of the investee company regarding radio equipment capacities and requirements. Detailed technical capabilities available within the Tonse team enabled an accurate estimation of the capital expenditure and operational expenses expected to be incurred.

Tonse also validated the partnership agreements the target company had with partner firms to expose any weakness and/or threats to business.

### Summary:

Tonse Telecom's combination of knowledge of telecom technologies and an in-depth understanding of the market helped completion of detailed due-diligence on a potentially large scale investment in record-time. The independent and unbiased analysis carried out by Tonse helped the investor make informed decision on their investment

# Vendor Evaluation & Analysis

## Customer Requirement:

One of the leading global mobile devices company was looking at building a testing eco system for mobile handset testing in India. They were aware of the Tier I companies offering the services and had also outsourced work to some of them. They wanted to understand the Tier II and Tier III companies offering these services. Recognizing Tonse Telecom's leadership position and understanding of the market, they engaged Tonse Telecom services to identify and carry out vendor evaluation for building the testing eco system.

## Approach:

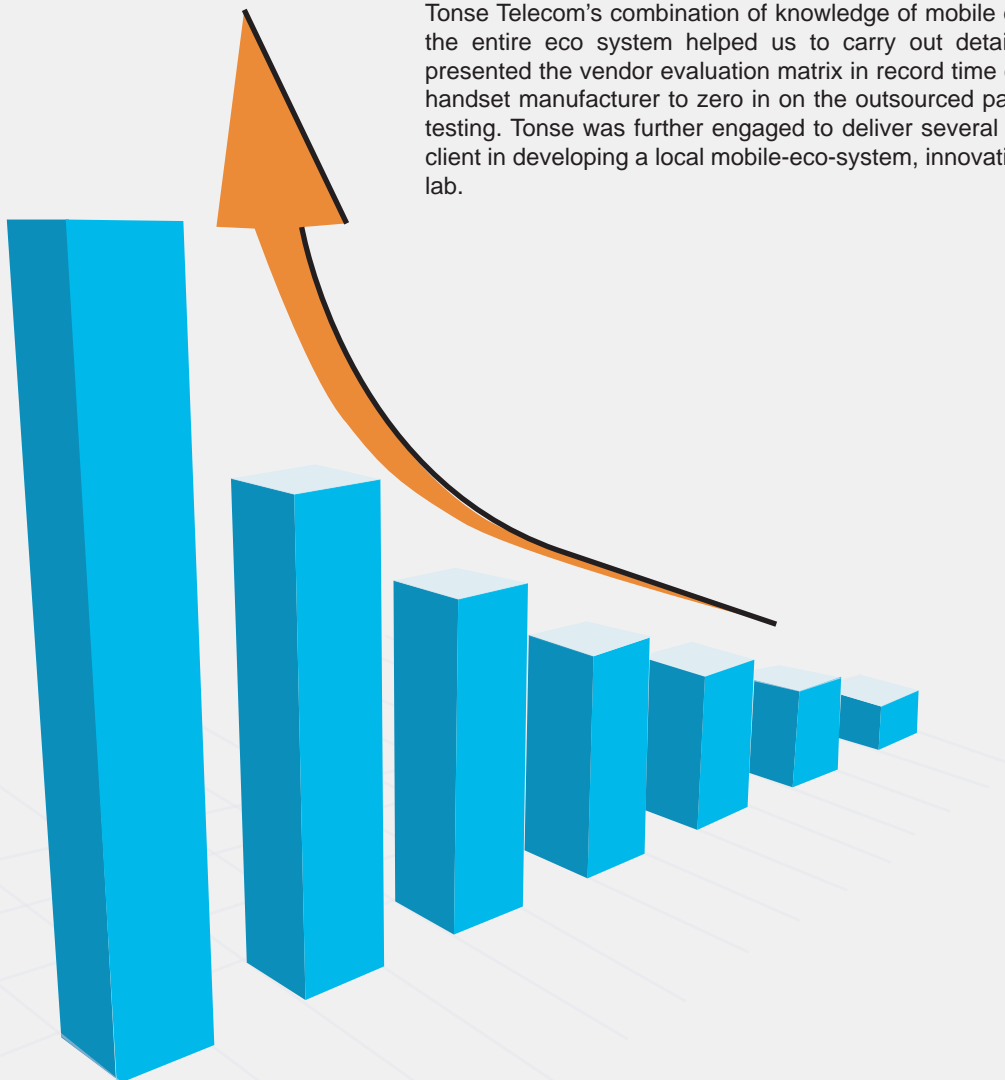
This assignment was a perfect fit with Tonse's core-competency of market research and analysis coupled with an excellent understanding of the domain and the market reach. As a result we were in a unique position to identify the key players in mobile handset testing in the shortest span of time.

Using this data, Tonse carried out primary interviews with the companies and prepared and circulated the RFI document for the opportunity. Tonse was able to receive the updated information detailing every aspect of mobile handset testing skills, man power, cost, tools, processes, ramp up / ramp down time from every company.

Based on the above Tonse carried out a detailed analysis and presented the findings to the company. Tonse assisted the handset manufacturer to short list companies and co-ordinated a detailed presentation from each of the short listed vendor. These presentations helped the company to finalize on their outsourced partner in the shortest time

## Summary:

Tonse Telecom's combination of knowledge of mobile devices, understanding of the entire eco system helped us to carry out detailed vendor analysis and presented the vendor evaluation matrix in record time duration which helped the handset manufacturer to zero in on the outsourced partners for mobile handset testing. Tonse was further engaged to deliver several other assignments to this client in developing a local mobile-eco-system, innovation circle and competency lab.



## Contact

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