



# Solutions

Mobile • Optical • Business • Services

We innovate to help you  
raise revenue, cut costs  
and win customers.





# Tellabs innovations help you succeed

Your customers rely on your networks for always-on service. To access the Internet from anywhere. To say hello to family and friends. To check the home team's score. To e-mail a photo. To view a video. To tweet and to blog.

Tellabs innovations ensure your network can handle it all – around the clock and around the world. Our proven mobile, optical and business solutions keep your customers connected.

Tellabs is flexible and agile, yet big enough to care for 43 of the world's top 50 telecom service providers. For 35 years, our engineers have innovated to improve your business results, enhance user experiences and make your firm more competitive.

Recent Tellabs innovations include the industry's first:

- End-to-end managed mobile backhaul solution
- Purpose-built pseudowire mobile backhaul solution
- Purpose-built packet core network platform for 4G
- Service interworking multiservice edge router with guaranteed Quality of Service (QoS)
- Integration of MultiService Provisioning Platform (MSPP) functionality, Ethernet switching and Remote Optical Add/Drop Multiplexer (ROADM) in a single system.

## **Improve your business results**

Tellabs solutions speed the rollout and provisioning of services, so revenue rolls in sooner. We implement efficient networks that dramatically reduce capital expense and operating expense, including power consumption.

## **Beat your competition**

When you need to sharpen your competitive edge, Tellabs services and solutions help you penetrate new markets. Customers use the Tellabs® 8000 Intelligent Network Manager to provision mobile networks five times faster than a competitor's manager. The consistent service quality and reliability of Tellabs solutions keep your customers satisfied, reduce churn and help you win more business.

# Lower your total cost of ownership

Tellabs services and solutions generate revenue, extract savings and enable profits for the long term. And our networks build in flexibility that helps you deal effectively and quickly with change, whether planned or unplanned.

## **Mobile — Proven expertise maximizes network value**

Tellabs brings you 20 years of experience with 400 mobile networks worldwide. We help you design and implement networks that squeeze out expense, enhance user experiences and scale for future growth. Tellabs® Mobile Solutions help you migrate to packet-based technology, upgrade to 3G and 4G services and monetize the mobile Internet for new revenue streams.

That's why *Heavy Reading* calls Tellabs the leader in enabling packet mobile backhaul migration.

- A global mobile carrier using Tellabs® Mobile Solutions expects to save 60% to 93% during its migration to Long Term Evolution (LTE), or more than 120 million Euros over three years.

## **Optical — Add bandwidth instantly with 'six nines' availability**

Tellabs® Optical Solutions provide dynamic allocation, so you can quickly and cost-effectively add bandwidth. And you can support services that are high-quality and ultrareliable, with "six nines" or 99.9999% availability. Our single platform dramatically lowers costs and provides a competitive edge in bandwidth, reliability and agility.

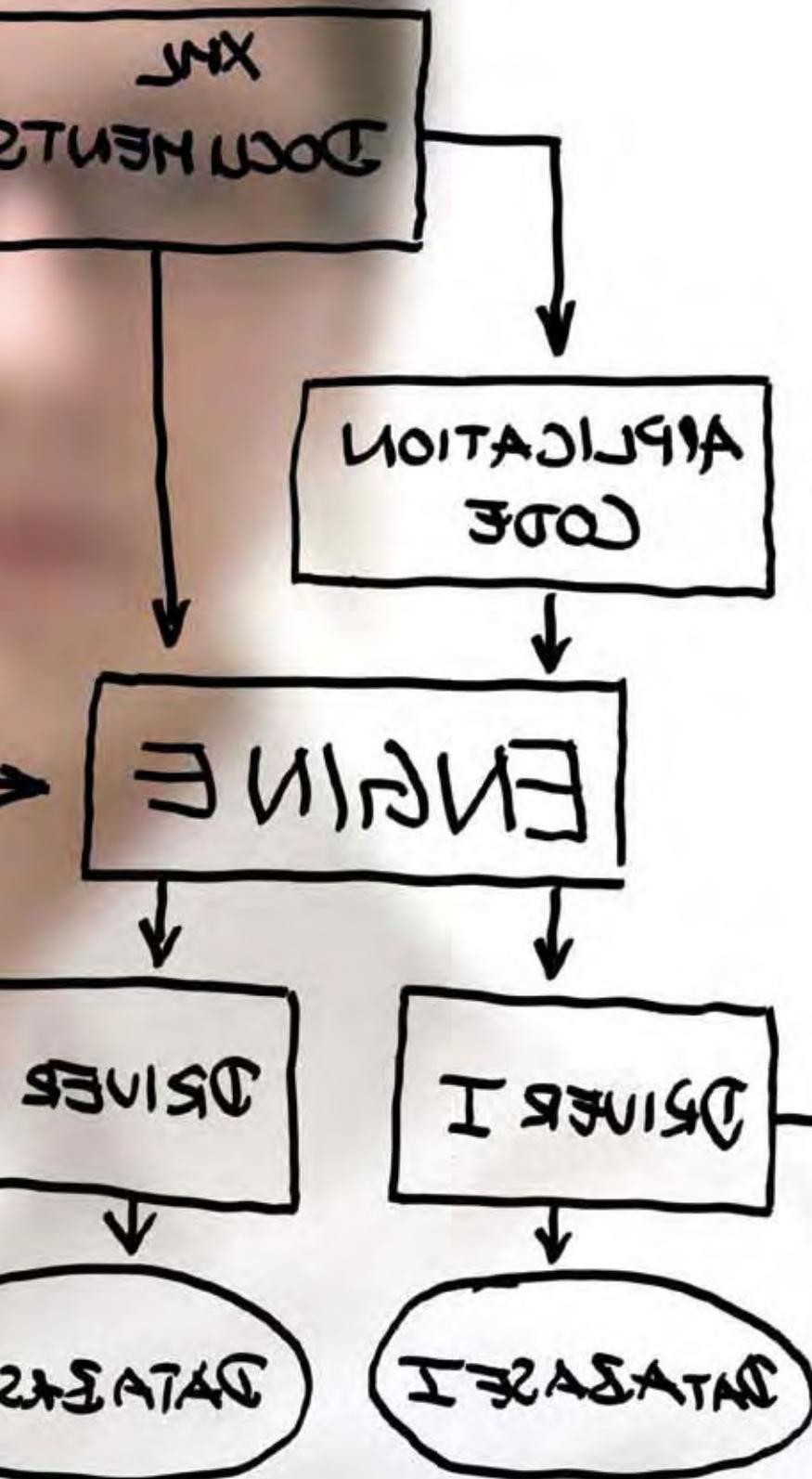
- A major carrier using Tellabs® Optical Solutions reduced capital expenses by 65%, power consumption by 65% and operating expense by 85%, compared with the previous method of operation.

## **Business — Win enterprise customers with unmatched speed and service levels**

Enterprise services call for extreme reliability, flexibility and speed. That's why Tellabs® Business Solutions are trusted by Fortune 500 companies, including financial institutions that have millions riding on every millisecond.

We enable efficient delivery and guaranteed service levels for Ethernet, wavelength and legacy services. As enterprises experience your unparalleled speed of provisioning, they often bypass bidding processes and award new business directly to you.

- A major carrier using Tellabs® Business Solutions can now deploy new enterprise services so quickly that its win rate and market share are increasing.



JMX MAPPING





# Tellabs® Global Services

The Right Partner. The Right Solutions.

Tellabs professional services help you solve your most complex business challenges faster and more efficiently. You gain the confidence that comes from knowing that you're building a strong foundation for success when the future of your business is at stake.

Tellabs brings the advanced skills and depth of expertise necessary to ensure speed and efficiency when working on complex issues such as:

- Architecture and design
- Network migration
- Capacity planning
- Network performance management
- Network optimization
- Network and systems support
- Deployment of new technologies and equipment
- Training staff on new technologies and systems.

## **Intelligent Network Management simplifies your network**

As demand for bandwidth increases, so does the complexity of your network. You need insight into every area to improve customer satisfaction and increase profitability. The right network manager can add incredible value to your network. The more visibility you have into your network, the more you can optimize performance.

Tellabs Network Management Systems manage and troubleshoot networks quickly and efficiently. They speed provisioning, minimize errors and improve productivity. Your network becomes more reliable and stable, so you save time and money. Even better, you can increase customer satisfaction and reduce churn.

### *Tellabs® 8000 Intelligent Network Manager provisions 5 times faster*

The Tellabs 8000 Intelligent Network Manager delivers more for your money as it helps your network work smarter. It provides unparalleled ease of use, with a point-and-click graphic interface that speeds provisioning and lowers operating expense. You gain a clear end-to-end view of your network, applications and services for optimized performance.

A European mobile carrier uses the Tellabs 8000 Network Manager to provision services 5 times faster than with a competitor's network manager.

# Tellabs® Mobile Solutions

Mobile backhaul technology for scalable, reliable services

## Save up to 93% as you migrate to LTE

Tellabs® Mobile Solutions offer scalable Ethernet-based services with carrier-class reliability, so you can support 3G, 4G and beyond.

We deliver cost-effective integrated systems that extend from cell sites through aggregation hubs to switching sites. Our solution provides routing all the way to the cell site, handles bursty traffic more efficiently and paves the way to future Long Term Evolution (LTE) migration.

## Lower the total cost of ownership

Tellabs lowers the total cost of ownership, with potential savings of 60% to 93% in the evolution of your network. In a 30,000-cell site network employing Tellabs Ethernet backhaul, you can save up to \$78 million in capital expense and \$876 million in operating expense over five years.

Tellabs® Mobile Solutions empower networks to do more, reliably, at less cost:

- Achieve faster time-to-revenue with speedy provisioning to enable quick service roll-out.
- Reduce labor intensity at cell sites with remote, automated provisioning and full-featured Operations, Administration and Maintenance (OAM) capabilities.
- Dynamically allocate bandwidth to quickly add bandwidth when and where it's needed.
- Eliminate external synchronization devices with built-in adaptive timing recovery.
- Enjoy high network availability resulting from carrier-class redundancy.
- Choose from a range of interfaces and wireless network technologies – Asynchronous Transfer Mode (ATM), Ethernet, Internet Protocol (IP), Multi-Protocol Label Switching (MPLS), SONET or SDH.

Tellabs® Mobile Solutions are successfully deployed in hundreds of mobile networks around the world.

## 2009 Global Frost & Sullivan Award for Technology Leadership

“Tellabs has established a technology lead in mobile backhaul with a solid product portfolio that addresses key requirements for migration and next-generation mobile networks.”

Prayerna Raina  
Research Analyst, Frost & Sullivan

# Tellabs® Mobile Solutions

Optimize network performance and prepare for the mobile Internet

Your mobile users demand a rich and satisfying Internet experience. New types of multimedia content, Internet and business applications, and the need to stay connected are driving demand for multimedia-capable wireless broadband.

Your wireless network must support this mobile data traffic explosion to remain profitable. You need cost-effective bandwidth more than ever. And your networks need a new level of intelligence to be truly aware — content-aware, user-aware and context-aware. This intelligence creates a unique and rapidly growing opportunity for you.

## **Improve performance and subscriber management**

Designed for the new generation of 4G networks, the Tellabs® 9000 SmartCore™ Series delivers far greater performance than traditional offerings, plus unparalleled intelligence. It provides more throughput than other platforms with no performance degradation from analytics. Now you can greatly reduce capital expenses while meeting growing demands for mobile data.

Users are your most important asset, and knowledge of their state information is crucial to providing excellent service. Content inspection capabilities and ample resources for state information enable QoS support, policy enforcement and billing for large numbers of subscribers.

## **Scalable for future-proof capacity and distributed architecture**

This powerful 4G platform addresses HSPA/HSPA+, WiMAX and LTE mobile packet core needs. So you can get 4G performance in a 3G environment. The platform's highly distributed and modular software design enables you to:

- Reduce capital expenses by 30% to 50%.
- Offload up to 70% of mobile Internet traffic, eliminating the need for more devices.
- Support millions of sessions, ensuring enough capacity for even the largest networks.

## **Intelligence lowers expenses and increases revenue opportunities**

You need a smarter wireless core that can learn from traffic at line speed and selectively adapt your network. With our intelligent platform, you can:

- Prioritize voice and e-mail over peer-to-peer traffic.
- Optimize performance through network analysis.
- Get real-time intelligence about use, behavior, location and content demands.

Content-awareness and analytics deliver premium QoS and enable new service offerings that generate new revenue streams. For example, you can track subscriber information that's useful for mobile advertising and track URLs to bill services.

# Tellabs® Business Solutions

Deliver enterprise services with high availability

Fast, secure, always-on connections are vital to global enterprises. Tellabs® Business Solutions provide the flexibility to offer enterprises more services, more speed and more bandwidth at highly competitive prices. Choose from four applications:

- **Tellabs® Carrier Ethernet:** Scalable networks offer greater speed, increased reliability and lower operating costs than legacy networks.
- **Tellabs® Wavelength Services:** Advanced optical networking and services layer technologies deliver fast, reliable services.
- **Tellabs® Optical Enterprise:** Fiber-access and optical network technologies combine to provide the highest availability, capacity and security, while achieving dramatic savings compared with active Ethernet LANs.
- **Tellabs® Multiservice Edge:** Deliver ATM, frame relay, TDM and Carrier Ethernet services over one IP/MPLS network that protects legacy revenue streams and delivers new services.

## Lower the costs of mission-critical services

Tellabs lowers the total cost of ownership, with potential savings of up to 23% in capital expense, up to 50% in power consumption and up to 70% in total operating expense.

Tellabs® Business Solutions support mission-critical enterprise services with reliable, cost-effective Ethernet and IP-enabled technology:

- Provide QoS guarantees and proven Service Level Agreement (SLA) performance through carrier-class design.
- Enable users of any service to communicate with users of any other service.
- Decrease operating expenses by up to 70% vs. previous networks.
- Reduce overall power consumption by up to 50% vs. previous networks.
- Deliver wavelength, Ethernet, SONET, SDH and private line services.
- Converge ATM, frame relay, Ethernet and IP services onto one network for ease of migration with minimal disruption to users.

## Deliver carrier-grade Ethernet with high quality

With built-in redundancy and robust OAM capabilities, Tellabs Business Solutions bring carrier-grade QoS to your enterprise customers. Our unique native network-to-network communication supports a smooth, secure migration to Ethernet-based services at a pace that makes financial sense.

# Tellabs® Optical Solutions

Lower the costs of delivering high-bandwidth services

Address the surging demand for bandwidth through Tellabs® Optical Solutions, which lower the cost of providing in-demand, high-bandwidth services such as:

- Residential high-definition video and high-speed Internet
- Business services, Ethernet services and cloud computing
- Mobile Internet, video and commerce.

Built-in redundancy delivers “six nines” or 99.9999% service availability, which means less than one minute of downtime per wavelength per year. The resulting service quality supports a superior user experience to help you retain customers and reduce churn.

Tellabs® Optical Solutions support traditional SONET and SDH service delivery options and enable a seamless evolution to Ethernet and wavelength transport networks.

## **Cut capital expense up to 65%**

Tellabs® Optical Solutions offer a significantly lower total cost of ownership. A major North American service provider simplified its network to save 65% in capital expenses, compared with the previous network.

Our dynamic optical networking technology enables greater scalability and enables you to react quickly to market demands. That means you can:

- Reduce initial installation time by several weeks.
- Activate services and add capacity in hours, not weeks.
- Deliver four times the bandwidth for just 50% to 75% of the cost of upgrading legacy systems.

## **Reduce power consumption up to 65%, operating expense up to 85%**

Tellabs® Optical Solutions can cut power consumption up to 65%, reduce total operating expense up to 85%, improve network efficiency and reduce dependency on costly core routers.

In a network of three large, 15 medium-sized and 32 small metro areas, Tellabs® Optical Solutions can save you \$526 million in capital expense and \$87 million in operating expense over four years.

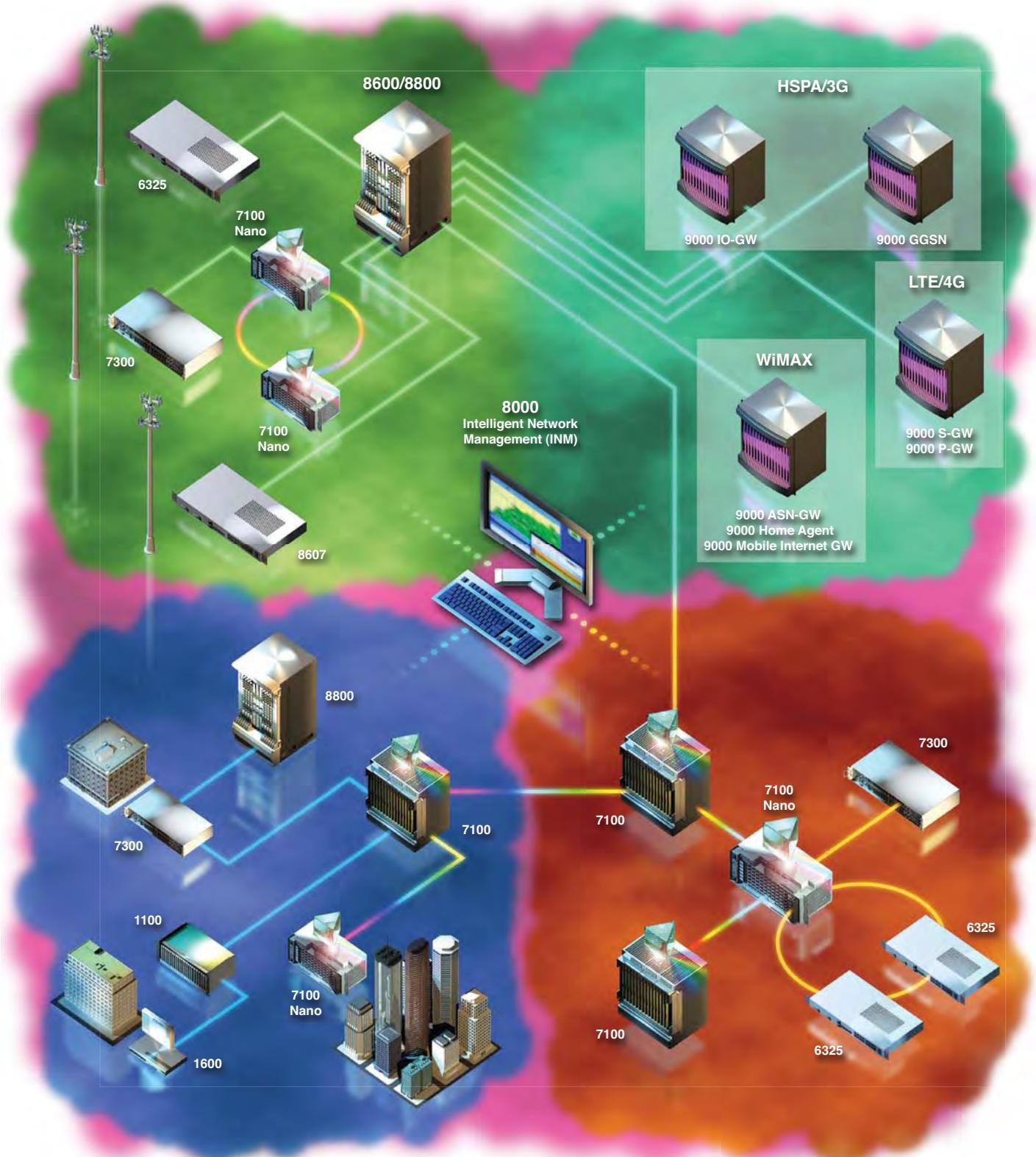
Tellabs® Optical Solutions improve your competitiveness through lower costs, faster response times and a simpler network with fewer devices.

## Mobile Backhaul

- Multiservice Radio Access Network (RAN)
- Ethernet RAN
- LTE/WiMAX with Fixed Mobile Convergence

## Mobile Packet Core

- WiMAX ASN/CSN
- 3G Packet Core and Internet Offload
- LTE/4G Evolved Packet Core (EPC)
- Deep Packet Inspection (DPI) and Analytics



## Business

- Carrier Ethernet
- Wavelength Services
- Optical Enterprise
- Multiservice Edge

## Optical

- Converged Optical Transport
  - Packet
  - Optical Transport Network (OTN)
  - SONET/SDH
- ROADM and Dense Wave Division Multiplexing (DWDM)

# Why 43 of the top 50 global service providers choose Tellabs

Around the world, customers count on Tellabs

Tellabs is flexible and agile in meeting your needs, yet big enough to care for 43 of the world's top 50 telecom service providers. Our engineers bring innovations to life to improve your business results, enhance user experiences and make your firm more competitive.

In 100 countries around the world, we serve the needs of telecom service providers, independent operating companies, multi-system operators (MSOs)/cable TV companies, enterprises and government agencies.

To find out more, contact Tellabs today.



[www.tellabs.com/solutions](http://www.tellabs.com/solutions)

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