

# Shift Toward Better QoS

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Telecom

TURNKEY

## Shift Toward Better QoS

### On current market scenario

The Indian telecom market is in the development phase, and would continue to be so at least for the next couple of years when the deployment of telecom networks stabilizes.

In developed countries (USA, Europe, and Oceania), the telecom penetration is more than 100 percent. The cellular markets are heading towards saturation. As far as GTL is concerned, it sees scope in infrastructure management and network optimization services as operators are trying to bring costs down.

In Africa, telecom market is opening up to private participation. UAE, Middle East, and Kingdom of Saudi Arabia also saw deregulation that took place in the recent times.

### On segment's contribution

In line with industry trends, the growth in the infrastructure deployment and the O & M activities has contributed toward our revenue streams in the areas of network deployment, operations and maintenance, network planning and design, and other services.

### On key growth drivers

- Leading telecom operators are expected to spend Rs 90,000 crore by 2010 in India mainly for expansion and to increase rural penetration. So, expectedly demand for ancillary and support services for planning and creating new infrastructure will increase. GTL hopes to gain from the trend as it operates in network services industry.
- Similarly, there are a host of new operators planning to launch their services both in the 2G space and 3G space and are expected to increase the scope for offering deployment services.
- Also, as the Indian markets ma-



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### Deven Buch

Senior Vice President - Sales & Marketing, GTL Ltd

ture, focus is shifting toward offering better quality of services and optimizing the cost which is giving rise to the network planning.

### On your plans and strategies

With our continued focus on understanding the customers' needs and building on our strengths in the project management and network planning and design, we hope to service the needs of our customers. Today, we have a reputation to take on large scale projects and are leveraging our talented and trained manpower.

### On 2008-09 projects

We have a good order visibility and are executing some major orders for leading telecom operators and OEMs. In Q1 08-09, GTL is working on network planning and design for ZTE in UPW, network O & M for Ericsson in UPE, Rajasthan, Punjab and Himachal Pradesh, and network deployment for BSNL in Maharashtra, Tamil Nadu, Chhattisgarh, and Orissa. We are also engaged in network deployment for STC, Huawei, Mobily in Saudi Arabia, and for Huawei in Tanzania.

### On challenges faced

The telecom turnkey vendors face

today can be broadly defined as the execution challenges and the infrastructure challenges.

On the execution front, since the customers always want the network rolled out in a short time, there is always a shortage of time. Hence, there are always issues like managing the resources, training, etc. Similarly on the infrastructure side, most often there are issues such as inadequate power, accessibility, and manpower that crop up.

However, today our project teams are capable of executing large complex projects, spreading across geographies and deliver, adhering to stringent deadlines.

### On future prospects

- Operator's expansion plans in class B and class C circles: Almost all the operators are focusing on expanding their reach and capacity in the B and C class cities.
- Existing circles expansions: The focus on improving the quality of service and the need to cater to the new subscribers is making the operators strengthen their presence in their existing circles.
- New operator licenses: the new operators that have received the licenses and spectrum will soon start their operations. ■