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## SINGTEL DEPLOYS SELF-ORGANIZING NETWORK SOLUTION WITH ERICSSON

- SingTel has chosen Ericsson's SON Optimization Manager to extend benefits of network automation to their WCDMA networks
- The solution adapts intelligently to network traffic conditions, delivering optimum coverage, capacity and quality at all times
- SingTel's SON deployment with Ericsson supports their market leadership position in APAC

With new technologies like heterogeneous networks, and new traffic patterns driven by changing subscriber demands and the greater availability of innovative services it is becoming increasingly complex for operators to run well optimized services. Self-organizing networks (SON) addresses these challenges by introducing inherent automation in the network in the areas of configuration, healing and optimization.

Maintaining market leadership means ensuring customer expectations are met while at the same time controlling operational expenditures. SingTel and Ericsson (NASDAQ: ERIC) today announced the successful deployment of Ericsson's SON Optimization Manager for SingTel's WCDMA networks.

Mr Tay Yeow Lian, SingTel's Vice President of Mobile Core Engineering, said: "With SON and other network enhancements, our customers will enjoy up to 20 per cent faster internet access in crowded places that are prone to network congestion. The chances of encountering a dropped call at these packed locations will also be reduced by as much as 40 per cent. SingTel has invested heavily in its networks to deliver the fastest mobile services in Singapore. We are the only 4G service provider to offer speeds of up to 150Mbps and nationwide dual-band coverage. By investing in new technologies, we seek to provide our customers with an even better experience with their communications and multimedia applications."

Nicholas Seow, President and Country Manager of Ericsson Singapore, said: "Self-organizing networks are a critical enabler for the widespread deployment of mobile broadband technologies. Network complexity has reached the stage at which self-configuring, self-optimizing and self-healing functions are now indispensable for running a modern mobile network. Multiple standards and an expanding ecosystem of equipment providers need the automation of as much network planning, design, build and optimization as possible."

Ericsson's comprehensive SON solution includes self-optimization features such as coverage capacity optimization and load balance (CCLB), and automatic neighbor relation (ANR) handling. Self-healing functions are being developed to automatically compensate for cell outages by adjusting the neighboring cells to find the optimal configuration. These features help to maintain a high performing network that can deliver a more consistent experience for SingTel customers with faster download speeds and reduced drop calls.

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Using these state-of-the-art optimization algorithms delivers a more consistent customer experience by intelligently adapting the network configuration to traffic conditions to achieve optimum coverage, capacity and quality at all times.

With this system, SingTel and Ericsson optimize multiple network elements and domains, allowing the integration of multiple technologies 2G, 3G and 4G into a single optimization model.

#### NOTES TO EDITORS

White paper, [Smarter self-organizing networks](#)

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*Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers' networks servicing more than 2.5 billion subscriptions.*

*We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company's net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

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