



BAYLY ACCESS

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BAYLY AROUND THE WORLD

OPTIMIZE AS YOU EXPAND

Our last issue talked about the benefits of optimizing existing network infrastructure to realize reductions in operating costs and increases in efficiency. In this issue, we will delve a little deeper to illustrate how it can be done and further flesh out the benefits.

Optimizing the existing network infrastructure during expansion and overlay of new technologies is key. As an example, a wireless carrier investigated the possible savings in a 300-cell site section of its network. The result was an annual savings of \$2.6 million, at an estimated cost of \$1 million, creating an equipment payback of only five months.

To wring these savings out of their networks, wireless carriers can reduce the number of leased T1s by looking into the detail of their DS0 utilization. Massive inefficiency often exists because the smallest backhaul line a carrier can lease is a T1, but a T1 is comprised of 24 DS0s (channels) and the equipment at the cell site can use as little as a single DS0.

Imagine the wireless carrier has both a women's and a men's basketball team. Both teams happen to have a game in the same city, but each team charters its own plane instead of flying together.

The same situation exists at the cell site. One radio has its own T1, but uses only six DS0s, while a second frequency also has its own T1, but uses just 10 DS0's. This is such a pervasive scenario that products have been developed to combine the channels so the base station equipment can share a single backhaul T1, eliminating the need for the second T1.

Now let's say our two basketball teams are playing in different cities that are relatively close together. Instead of chartering two planes, in many cases it would be less expensive to have one plane fly to both cities, dropping one team off and continuing to the next location.

The same situation exists in wireless networks. In many cases, cell sites in relatively close proximity each have their own backhaul T1 when they could very easily share a single backhaul T1. This is very common in rural areas and along highways.



It really is a simple solution that can be implemented quickly. The savings start immediately and payback is very fast. An initiative to improve profitability through cost reduction can be jump-started by looking beyond the high capacity core of the network, and creating efficiency in last mile T1 connectivity to capture previously unconsidered savings.

THE DEMANDS OF A CONVERGED CORPORATE NETWORK

Networks in all sorts of industries are making the move to Internet Protocol (IP), leaving many companies with difficult choices to make. For one thing, how do they keep ahead of technology trends without jeopardizing previous capital investments?

There was a time when different types of data – control data, voice data and corporate intranet data – were all

kept on separate networks. Now, organizations are looking for a fully integrated solution to support a “converged corporate network” model.

You want to maintain your existing base of depreciated assets (often revenue generating) while at the same time have the capability to add new services and revenue streams with the latest in IP technology.

There are solutions that allow you to keep your legacy equipment and still move forward. A phased approach enables you to gradually replace legacy infrastructure components at the end of their natural product lifecycle.

Voice, video and data all have to co-exist and Bayly is working to make it easier. Ask us how!

Ian Graham

MIDDLE EAST

Bayly has been awarded a contract to supply E1 Primary Multiplexers to Saudi Electrical Company (SEC) in the Eastern Region for its wireless PDH network expansion and upgradeability.

These multiplexers will serve as a reliable network access solution providing voice interfaces as well as high-speed data transfer for SEC Digital Trunking System (TETRA).

With proven experience in manufacturing well engineered and flexible access solutions, Bayly Communications partnered with Nour Communications to offer installation and local after sales support. Project implementation will be phased over the next six months. Equipment delivery began in June.

Joseph Sayegh

NORTH AMERICA

Bayly is pleased to announce a key distribution deal with TESSCO Technologies of Hunt Valley, Maryland.

TESSCO is a leading provider of solutions for wireless communications. TESSCO provides the end-to-end product & service solutions necessary to build, operate, maintain, and use wireless communications systems. TESSCO's solutions encompass the entire wireless industry—voice, data, messaging, location, tracking, and Internet systems.

With this new partnership, TESSCO's offerings will now include Bayly products and opens many new business opportunities for Bayly, which we hope tell you about in our next issue. To learn more about TESSCO, visit www.tessco.com

Gary Johnson

TECHNOLOGY & TOOLS

Response to Bayly's products has been very positive. The overriding trend we are seeing is many companies want to invest in their infrastructure without abandoning all of their existing technology. As a result, they are very interested in Bayly's modular approach and we've had a number of requests to test our equipment in the field. We're looking forward to sharing with you some great customer successes in the near future!

Lucia Goytisolo



Performance by Design

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