Course ID
BHAUL-MKT
Course Duration
1 day

Course Title
Mobile Backhaul Market Briefing

Related Courses

- Mobile Backhaul Business and Technology Briefing™ (BHAUL-BRIEF, 1 day)
- Mobile Backhaul Application Case Studies (BHAUL-APP, 1+ days)
- Mobile Backhaul Architecture and Implementation (BHAUL-AI, 2-3 days)
- Mobile Backhaul Standards and Protocols (BHAUL-STND, 2-3 days)
- Mobile Backhaul Security (BHAUL-SEC, 1 day)
- Mobile Backhaul End-to-End (CLOUD-E2E, 1 day)

Aimed At

This briefing is suitable for all audiences.

Group Size

5-25

Prerequisites

There are no prerequisites for this course.

Course in a Nutshell

Every new mobile device that is delivered puts additional pressure on the wireless infrastructure. Every new, bandwidth hungry application used by that client increases demand even more. The two parts of the network most impacted by this are the wireless infrastructure itself, be it 2.5G, 3G, 4G or some more advanced system, and mobile backhaul, the bridge between the wireless base station and the Internet cloud. This course provides a briefing on the mobile backhaul marketplace, delivered in plain English.

Customize It!

This course can be scheduled as one full day standalone course, the first day of a multi-day course or as one hour modules for delivery over the World Wide Web. Any combination of selected modules may also be scheduled for web delivery.

Learn How To

- Describe the excitement in the marketplace surrounding mobile backhaul
- Understand the carrier's market strategies: buy vs build and buy with migration to build
- Differentiate urban, suburban and rural mobile backhaul marketplace issues
- Build a compelling and convincing case for and against the four mobile backhaul implementation models
- Identify the dominant competitors by market segment and product or service
- Compare and contrast various market projections for mobile backhaul

Course Outline

Market Briefing Introduction

A high level overview of the topic and the briefing including a definition of cloud computing and related terms.

Market Issues and Opportunities

- Urban
- Suburban
- Rural

Carrier Market Strategies

- Buy vs Build
- Buy Migrating to Build
- Opportunities
  - Carriers
  - Service Providers
  - Manufacturers
  - Backhaul Providers

Description / Demographics

- Market Description
- Market Demographics

Segmentation

- Geographically
- By Industry

Dominant Competitors*

*ask for a list of companies or request your own favorite list

- Key Competitors
- Competitors by Product

Market Performance

- Historical
- Current
- Projected

Outlook / Projections

- Market Projections by Segment
- Market Predictions

Market Briefing Review and Summary

A review of the briefing topics and summary of the program.

Revised 2Jl-f