Building the case for smart city

With communications becoming the fourth utility after gas, electricity and water, organisations are looking to rollout information highways to allow for services to be offered to consumers and businesses over next generation communications networks. A new entrant in the Middle East was looking to rollout the communications infrastructure for a smart city in order to offer high speed access and value added services.

Challenge
A new entrant did not have experience in complete communications infrastructure and the associated platforms required for generating profitable revenues.

They needed assistance with assessing the commercial viability of the smart city project, guidance on the optimum architecture and assistance with vendor evaluation.

Solution
BT Advise for Communications developed a comprehensive approach to evaluating the commercial viability of the programme by developing a flexible business model that was built on:

- the optimum architecture for the complete network infrastructure covering transmission, core and NG access network
- service platforms to deliver VAS including high speed broadband, VoIP, videoconferencing, IPTV, VoD and corporate site connectivity,
- definition and details of products and services to be launched

BT Advise for Communications also developed the RFQ for the complete infrastructure solution and assisted with vendor evaluation.

Value
The client was provided with a flexible business model, infrastructure architecture and products & services definition thus allowing it to make informed decisions on the optimum solution to be deployed and the services to be offered to various market segments.

Why BT
BT Advise for Communications is a management consultancy specializing in the global telecommunications sector. Our customers include fixed line and mobile telecom operators, as well as internet service providers.

Our clients value us as one of the few consultancies with real life telecommunications operator’s experience. Leveraging that experience, we create business solutions that anticipate the increasingly sophisticated demands of today.

Working with BT Advise, you have the advantage of being able to draw on the global resources of the BT Group - recognised worldwide for its technical and operations skills, managerial proficiency and commitment to innovation.

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