

Operators Gain from Reducing Network Data Consumption

Data hungry subscribers, applications and devices are putting a strain on 3G and 4G networks alike and theoretical 5G discussions are becoming more common place as operators look for better ways to satisfy increasing demand. This infographic looks at a new regional Hub Break Out and Data Optimization service from Transaction Network Services (TNS) that promises to enhance existing LTE network efficiency and improve the user experience.



What pressures do carriers face?

Mobile data traffic is set to reach a number of milestones by 2020*

Monthly global mobile data traffic will grow to

30.6 exabytes

Total number of smartphones (including phablets) will rise to nearly

50%

of global devices and connections



Monthly mobile tablet traffic will surpass

2 exabytes

The number of mobile-connected devices per capita will reach



Smartphones will carry of mobile data traffic

80%

75%



of the world's mobile data traffic will be video

How can operators prepare?

TNS' new Hub Break Out (HBO) and Data Optimization solution is an optional valued added service for members and partners using the CCA LTE Roaming Hub, which is powered by TNS.

Regional and local HBO: redirects data roaming traffic to local internet service POPs eliminating the need to backhaul data to the home network

Allows mobile operators to:

Better user experience

- Service roaming users closer to their physical location
- Minimize latency
- Improve data speeds
- Reduce page load times
- Relieve data pressure on the home network

Data Optimization: reduces file sizes, uses just in time delivery and provides faster transfer rates, decreasing the capacity consumed and amount of data sent over the network

Delivers vital benefits, including:

- Reduces file size by **30% - 40%**
- Less data consumption means lower wholesale data roaming fees, spectrum and backhaul costs
- Deep packet inspection allows filtering to stop viruses and spam
- Just in time delivery streamlines consumption to only data required, terminating transmission when subscriber ends viewing

Offloading traffic and optimizing utilization throughout the network allows carriers to expand their bandwidth, giving more capacity for new subscribers and business models

Join the LTE Roaming Hub:

- Reduce time to market - through utilizing direct connectivity and integration with TNS
- Gain revenue opportunities - offer inbound roaming support to the Hub's growing carrier base
- Avoid cost & complexity - of establishing and managing multiple carrier relationships

* The Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast Update, February 2016, Cisco