

## TeleDNA bets on Location Based Alert Systems



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Udit Shanker, CEO, TeleDNA

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### How Long do you think Long Term Evolution (4G) will take to become a real useful thing in Indian market? Is this the year of 4G?

There is always a fairy tale woven around every new technology launch. This is no different for 4G as well, promising internet peak speeds of 100Mbps. How practical is this for Indian market? Technically 4G was first launched in 2006 in South Korea but affordable LTE mobile phones started to be available only from 2011 onwards. LTE offtake has not been great anywhere in the world.

The fact is that India is a price sensitive market, where the 3G enabled smart phones are still not in the reach of common man, Edge/2G data connectivity is doing a phenomenal job of providing internet speeds of 40-60Kbps which suffices the basic requirement of the user. LTE Handsets are still very expensive and out of reach for most of users and today only a handful of operators have successfully launched commercial 4G/LTE network. It is a long steep journey for Telcos to make profits from 4G.

At present the market is dominated by internet dongles business, this is the area where most of the Telcos are trying to grab market share. Some Telco's might see success with 4G internet dongles, but again it's the network which might play a spoil sport. It's a wait and watch game. 4G might change the internet dongle industry in the coming future but the same cannot be said for 4G on Mobile.

### Video will be one, what other game changers do you think will be there?

Social networking, Video on Demand, Shopping, Network gaming, Augmented reality, Video Conferencing are some of the applications which would require high speed internet and would immensely benefit from 4G.

### Recently you announced about readiness of your CBC platform for LTE Networks. Tell us more about this new solution? What are the advantages and how it will help Operators in offering different services using this platform?

TeleDNA CBC Platform allows Telecom Operator to have a complete control over the cell broadcast message on its network. Cell Broadcast messages such as Emergency Alerts, Breaking News, Traffic Conditions, Sports News, Stock News, Interactive cell broadcast message, etc. can be broadcasted to entire network or a designated geographical area using TeleDNA CBC. The geographical broadcast range can vary from a small area (single cell) to the entire network coverage area (PLMN).

## **Some of the features**

- Emergency text alert with alert tone and flash
- Geo-MAP based Cell Broadcast
- Interactive Cell Broadcast Message through SIM-client/Mobile Client
- Multi-lingual support for all international/Local languages
- CMAS Compliance. Standard-ATIS 0700008
- Interface Support : SMPP 5.0,HTTP,XML
- Support for 2G,3G GSM & LTE networks

## **Earlier we had users now we have Smart users. How this affects VAS domain and how do you move along with the ever changing user habits?**

"Evolve" is the only word which TeleDNA thrives on. With the advent of smart devices and smart apps, users have started to acquire new habits and new consumption patterns. The products have to evolve to compliment these new acquired habits of the users and content has to be adapted to the user requirements. 'Anything will sell' is no longer the mantra. The need of the hour is to understand the smart user and provide the service and content accordingly. Today Youtube is customising the videos to fit the mobile screen; the consumption of videos on mobile has increased exponentially. Similarly, a majority of the online shopping site have deployed mobile friendly websites, mobile apps and payment options. The next generation e-commerce, banking and education will be completely mobile centric.

## **What other services are you making ready for LTE domain and what new services we can see from TeleDNA?**

Most of the product in TeleDNA will be LTE ready by end of 2014; CBC is the one of the first products to go live on LTE. Other products like SMS, WAPGW, LBAS, USSD, SDP, MMSC, and Mobile Apps will follow suit in couple of months. TeleDNA will be one few handful of companies to have 100% LTE compatible product range.

## **Traditional VAS model is now being challenged by OTT model. How do you plan to compete with these kinds of players?**

There has been a phenomenal growth in mobile internet and mobile apps due to OTT products. They are not the threat but the growth drivers. We are working on an innovation which strengthens the internet network backbone for the Telcos, which will provide an enhanced user experience which will promote growth in mobile internet access and get the users hooked to the mobile. We are looking at closer collaboration with the OTT products like Facebook, Twitter by providing zero cost usage access to these services via TeleDNA WAP Gateway. We have provided stickiness and value for the user to be on the network for longer period of time.

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