

## **MVNOs WARNED: SLOW MOVING IP MIGRATION WILL MISS 'KILLER' REVENUE OPPORTUNITIES**

**Reading, UK, November 29, 2005** – Some network operators will have to play catch-up because they are yet to realise the true potential of IP infrastructures, according to signalling gateway vendor Adax.

Speaking as the company begins its preparations for next year's 3GSM World Congress, Robin Kent, Adax's director of European operations, is warning that smaller network operators and Multi-Vendor Network Operators (MVNOs) must change their view of IP.

According to Kent, too many MVNOs are attempting to build the case for a switch to IP solely based on current needs and requirements and are failing to take stock of the technology's future potential.

"Large numbers of MVNOs are making a judgement based on VoIP," argues Kent. "It is the current hot topic at the forefront of many operators' minds, but the associated cost vs. benefit ratio of making the switch to IP on this basis alone is far too low to make the overall business case compelling. VoIP is also a fiercely competitive market, with even the ISPs getting involved. Operators cannot afford to limit their selection criteria to the here and now because they will lose ground against their more forwarding-thinking counterparts."

Kent cites the rise of value added services, such as roaming and Multi-Media Messaging, and the rapid expansion of mobile users in new markets as just two areas MVNOs should be considering when developing strategies to make the switch to IP.

"It's inevitable that all operators will make the switch to IP eventually, but timing will be critical in terms of boosting and maintaining revenue flows. If they get their value added services right, they will make a killing - especially if they can steal a march on the competition. Allied to this, the continued rapid growth in mobile usage in Brazil, Russia, India and China (BRICs) will necessarily enforce a seismic shift from circuit to IP-based infrastructures, but the smart operators will be looking to lead rather than just follow this trend."



Signaling Solutions for Converging Networks

In the run-up to 3GSM 2006, Adax plans to boost the profile of signalling gateway technologies amongst those smaller network operators and MVNOs looking to increase their level of independence, reduce operating costs and increase revenue streams.

**About Adax Europe Limited**

Adax Europe Limited specialises in telecommunications signalling infrastructure and migration technologies. The company offers a complete set of solutions for today's converging networks, covering all signalling protocols and popular hardware formats to provide the right solution for any signalling requirement.

More information can be found at [www.adax.com](http://www.adax.com)