



Dear first name,

[Backhaul](#) is getting a lot of visibility at CTIA this year with the rapid rollout of LTE. The mobile backhaul network has a major impact on carrier margins. Its cost is typically the largest item in a mobile operators' budget, and this will increase rapidly due to the bandwidth requirements from 2G/3G and LTE services.

We also expect that [2G/3G/LTE Network migrations](#) to be a hot topic of discussion throughout the show.

Wireless Operators face a set of strategic challenges in the deployment of their backhaul networks and they are asking themselves the following questions:

- Should I Lease, build or employ a mix and match of two?
- What technology should I deploy or build: Microwave? DSL? Or Fiber?
- How should I scale backhaul capacity to accommodate 3G bandwidth growth without linearly scaling up cost?
- How can I gracefully and cost effectively migrate [backhaul](#) from TDM based transport to IP/Ethernet based transport?
- How can I implement upgrades across a broad range of network layers and network elements ranging from BTS/NB/ENB to BSC/RNC/SGW-MME?

***Does this sound familiar? Would you like to be able to proactively evaluate the impact of forecasted growth on your network and to identify when and where resource shortages will occur before they occur?***

VPIsystems' [OnePlan Network Analytics Solution](#) has helped many clients to do this while realizing a large overall cost savings, optimal QoS for customers and greatly improved project timelines.

Click [here](#) to schedule a meeting with us at CTIA to discuss your most pressing network optimization and planning issues. Just fill in the form on the right side of the page with your preferred time. You can reach us at the show by dialing (412) 848-0275. Visit our [website](#) to check out our [blog](#) and sample white papers and case studies on these topics.

Thank you and we hope to see you at the show!

Russ Green  
Senior Vice President, Marketing & Product Management

**VPIsystems**

*300 Atrium Drive, 4th Fl.*

*Somerset, NJ 08873*

732-414-7002

[russ.green@vpisystems.com](mailto:russ.green@vpisystems.com)

