

Bytemobile:

Importance of Video and Web Optimization

Video became the dominant form of mobile data traffic in 2010 accounting for more than 40% of the total volume in wireless networks worldwide and this trend will continue. This fact is pressuring operators to add 'Smart Capacity' service to both the data centers and the packet core of their networks to optimize capacity for rising traffic demand. On the side of CommunicAsia 2011, Telecom Review met with Ronny Haraldsvik, Bytemobile's Vice President of Global Marketing for a quick chat.



Ronny Haraldsvik, Vice President of Global Marketing, Bytemobile

First can you give us a corporate background on your business?

Bytemobile has been in the business for the past 12 years solving problems of mobile operators to speed up their networks and making data perform better over their existing network. Simply put, the company is in the business of optimizing the capacity of the network that the operators have and manage. Bytemobile is the global

market leader in video and web optimization, with more than 125 cumulative operator deployments in 60 countries. Today, we have more than 37 contracts of video optimization.

How do you evaluate the need for operators to opt for "Smart Capacity" solutions?

The rapid adoption of sophisticated mobile data devices is powering an explosion of traffic

volume on wireless networks around the globe. Today's mobile users are increasingly consuming video and other data-intensive applications that are generating a level of traffic far greater than has been produced by traditional web browsing. While mobile network operators are enjoying revenue growth from data subscriptions, they are also experiencing rapid escalation of traffic, which is outpacing available network capacity and adversely affecting quality of service.

As data traffic continues to increase, not only will the user experience deteriorate, but operators will have to implement stringent billing policies to curtail data usage. As we have seen in the transition from 2G to 3G, it will become critical for operators to serve more users and traffic within their existing infrastructure and offer a better user experience to reduce churn and remain competitive in the 4G environment.

Mobile operators are prioritizing investments to make their networks able to handle more subscribers and bandwidth and latency-dependent applications. Various strategies include data offload, RAN-sharing and backhaul upgrades. They will also deploy "Smart Capacity" solutions in their networks to better utilize existing capacity and increase customer satisfaction.

What can you tell us about Bytemobile's Smart Capacity Mobile Analytics?

Bytemobile's Smart Capacity Mobile Analytics presents

actionable network intelligence that enables operators to better understand the impact of video content and mobile application usage on their networks and measure the user experience. With this intelligence, operators can offer new and differentiated services, and apply traffic management tools to improve network efficiencies.

Coupled with Bytemobile's market-leading video and web optimization, our new Smart Capacity Mobile Analytics solution provides network insights that are unavailable through traditional analytics technology.

Do you see a big need for video optimization in the Asian market?

Yes, there is a big need for video optimization in Asia. In fact, any network that has constraints can benefit from our technology for better traffic management and capacity optimization.

Do policies differ from one market to another?

Of course, actually policies are different, network by network. The faster the network, the more policies you see.

How is Bytemobile helping operators?

We help the operators better manage the capacity on the network. The core focus is on making sure the customer has the best quality experience they can have by doing many different things. 