

Fast deployment of Nokia SRAN
solution with performance,
quality & efficiency gains



Banglalink is the third largest cellular service providers in Bangladesh. Launched in February 2005, with over 33.69 million subscribers over a decade, Banglalink was the catalyst in making mobile telephony an affordable option for consumers in Bangladesh. The initial success of Banglalink was based on a simple mission: “Bringing mobile telephony to the masses”, which was the cornerstone of Banglalink’s strategy.

With customer experience being Banglalink's core focus, digitalization has become a necessity to update the way customers engage, communicate, operate (Internally & Externally) and offer services from traditional way of business to digital/online. Banglalink aims to enable its customers to get the best out of the digital future and create a true digital ecosystem through providing products that suits the demands of customers.

In this regard, Banglalink chose Nokia's SRAN solution as a part of its technology strategy, to modernize its network for future readiness and reducing its operating expenditure (OPEX). Nokia Single RAN consists of multipurpose hardware and common software for 2G, 3G, for TD- and FD 4G and 5G technologies. Supporting a multitude of hardware sharing options – radio, fronthaul, baseband, backhaul, OAM, spectrum – reducing the complexity and increasing cost efficiency – and all with the bonus of future proof end-to-end solution with strong security and one common operation and management.





Nokia took care of the challenges of Banglalink from the deployment perspective with SWAP of the radio's with minimum disruptions and deliver superior customer experience and quality by performing a fast swap with end to end performance optimizations. The SWAP was done with close to 1100+ sites in Dhaka one of the most crucial market with high revenue potential.

Sites were deployed via Nokia Delivery platform with a very complex site configurations and in high density sites with OPEX reduction and efficiency gains. 'Nokia Delivery Platform' (NDP), a cloud-based orchestration and delivery management process platform. NDP allows precise planning and control of rollouts, based on business processes, existing systems and reporting requirements.

Nokia was able to able to execute SWAPs faster due to pre-preparations via NDP and active engagement with stakeholders. In fact, cluster optimizations were done in 2 weeks and 1100+ sites within 6 months. Network performance was also clearly visible with increase in 14.5% in 2G, 3.7% increase in 3G and 13% increase in 4G coverage. In terms of quality KPI's 2G network showed increase in 2.5% and 3G network had an increase by 4.7%. The download speed also increased for 3G & 4G network. Lastly the call drop rate showed 27% improvement.

Nokia's 'Digital deployment' holds great promise as the future of network deployments with a commitment to handhold Banglalink for its digital transformation, enabling simpler, faster, more efficient and higher-quality services delivery.

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Challenge

Modernization of the network to achieve Banglalink core focus area of superior customer experience

Enablers

SWAP with Nokia SRAN solution deployment in 1100+ sites with end to end performance optimizations

Results

Sites were deployed via Nokia Delivery platform with a very complex site configurations and in high density city like Dhaka metro with OPEX reduction and efficiency gains

Network Performance

Coverage

2G – 14.5%
3G – 3.7%
4G – 13%

Quality

> 2G – 2.5%
> 3G – 4.7 %

Experience

> Increased 3G/4G
download speed

Call drop rate – 27% improvement





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About Nokia

We create the technology to connect the world. Only Nokia offers a comprehensive portfolio of network equipment, software, services and licensing opportunities across the globe. With our commitment to innovation, driven by the award-winning Nokia Bell Labs, we are a leader in the development and deployment of 5G networks.

Our communications service provider customers support more than 6.4 billion subscriptions with our radio networks, and our enterprise customers have deployed over 1,300 industrial networks worldwide. Adhering to the highest ethical standards, we transform how people live, work and communicate. For our latest updates, please visit us online www.nokia.com and follow us on Twitter [@nokia](https://twitter.com/nokia).

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