

Core values in times of change

In light of Memotec's new brand identity launched in January this year, **Yves Hupé**, President, explains how the company adapts and drives new solutions to ever changing business environments and has become the name to watch in terrestrial and satellite cellular backhaul optimisation

Apart from the industry giants, there are few technology companies out there that can claim to have survived three decades of tumultuous sea change in their business.

Memotec is one such company. Memotec has matured as the respected leader of cellular backhaul optimisation solutions. There are good reasons, none so important as those three letters that all mobile operators want to see in effect – ROI.

Memotec has kept its bearings in these seas of constant technological change in the marketplace by staying true to its core expertise – namely to enhance network efficiency through innovative and reliable products and solutions. At the same time Memotec has had to adapt to the ever changing technological landscape with a clear vision of its customers' new needs.

From its enterprise days, Memotec knew how to squeeze more into less in order to reduce telecommunications costs for operators. The satellite environment, known for its high cost communication links, needed just such a solution.

The result is that today, Memotec is the acknowledged market leader in cellular backhaul optimisation. It managed to bridge a technological divide (satellite and terrestrial networks) with outstanding success.

Driving more ROI

Yves Hupé, President of Memotec, explained the company's focus on cellular backhaul optimisation and compression: "With the continuing proliferation of premium 3G mobile services such as mobile TV, video and high speed internet, more and more pressure has been added on the transport network infrastructure, particularly the Radio Access Network



Yves Hupé, President of Memotec, explains how his company has adapted

(RAN). Current RAN deployments are typically based on T1/E1 leased lines, microwave or fibre. In most networks today, you cannot 'simply' add more E1s to accommodate the traffic growth," explained Hupé. "One of the solutions to alleviate these issues consists in shrinking the information that flows through, creating more space for extra subscribers and for new types of services such as 3G. This process of 'shrinking' is

based on compression and optimisation technologies that have become crucial to the cellular backhaul."

The growth of data traffic has definitely created stress points in the backhaul network. The trick was to know how to make data and voice transmission networks more efficient.

Memotec's original plan to optimise and compress mobile traffic revealed itself as being simply brilliant, enabling

a completely new business model for rural mobile communications.

Solutions adapted for Africa

As Hupé revealed to eStrategies: “Optimisation and compression become particularly useful in a few different situations. Satellite communications is one. Satellite provides instant coverage to rural and remote areas, providing mobile services to millions of users who have no other way to communicate with their families or for their business needs,” said Hupé. “It may, at first, appear as a more expensive communication means than leased lines for example. To cut these associated costs, the information that is passed on to the satellite is considerably reduced in size. As a result, the return on investment is so quick that it only takes a few weeks to start making a profit on the delivered service!”

The same situation also applies where the network capacity is limited for regulatory reasons or when time to upgrade a network, before it becomes operational and starts generating revenues, is an issue.

Hupé elaborates: “Optimisation and compression solutions prevent the operator waiting too long for ROI, and incurring revenue loss meanwhile. These situations describe the African landscape very well, from North to South and East to West.”

Expanding on their success in Africa, Hupé continued: “Of course, the first requirement is to have a top quality product. For Africa, like for any other part of the world, mobile communication is a relatively recent technology that demands advanced and reliable features. Our products are designed with the specific objective of being deployed in remote areas where it takes several days to reach those places, with temperatures often above 50C. The operator cannot afford to have reliability issues nor to have service interruptions.

“Support is also very important: with over 50 countries in Africa, you need to cover different time zones and have a strong presence on the ground. And then, you need a proven expertise: when, for example, no single satellite deployment looks like the next one,

you need to master the nitty gritty and propose a solution that truly fits the customer’s environment, which is evolutionary and up to the return on investment that is sought.”

brought respect from major mobile operators. This long-term commitment to the industry is what drives our success in the microwave and leased line backhaul optimisation sectors, after

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Strategies for success

In terms of strategy, the company does not shy away from business and technology investments. Memotec presents a highly customer-centric approach, trying at the same time to stay ahead of the game when the game itself changes at a rate that is unparalleled by any other industries. Memotec has been leader in its markets for the last 30 years. In terms of size, the company has 10 offices worldwide with its products optimising networks in over 50 countries including more than 25 countries in Africa. And it is in the last decade that Memotec has confirmed its leadership in cellular backhaul optimisation for mobile operators to extend their network capacity and coverage, and it has paid off with dividends.

Hupé sums up what sets his company apart as the acknowledged market leader in optimisation and compression solutions, and the vision for moving forward:

“It is the core team of engineers, a cohesive group of thinkers and doers who have worked seamlessly together through many projects, products and technological challenges and who have shared their knowledge within the company and who built that sustainability for perennial success. Thanks to this skilled team, Memotec, today, has an innovative product range designed expressly to bring relief to mobile operators’ cellular backhaul networks, and for all technologies [GSM/UTMS/CDMA]. This team breathes the cellular network design! Not to forget the impact of our extensive experience in satellite communications, often in partnership with Comtech – the key expert in this area, has established us in Africa and

having dominated the satellite backhaul optimisation environment.

“Our future is very bright! We have a full range of very competitive products which are technically ahead of the market, these products are in-line with most operators’ strategy to migrate to an IP based RAN in a near future. We are constantly growing in all areas and expanding our offering, with a steadfast commitment to quality. Memotec will continue leveraging its in-depth expertise accumulated over the years to continue redefining the standards of network efficiency by thinking ‘outside the box’.” 
www.memotec.com



Yves Hupé, President & CTO is a seasoned telecommunications industry executive with a wide international business knowledge, adding over 17 years of experience in the Service Provider market sector.