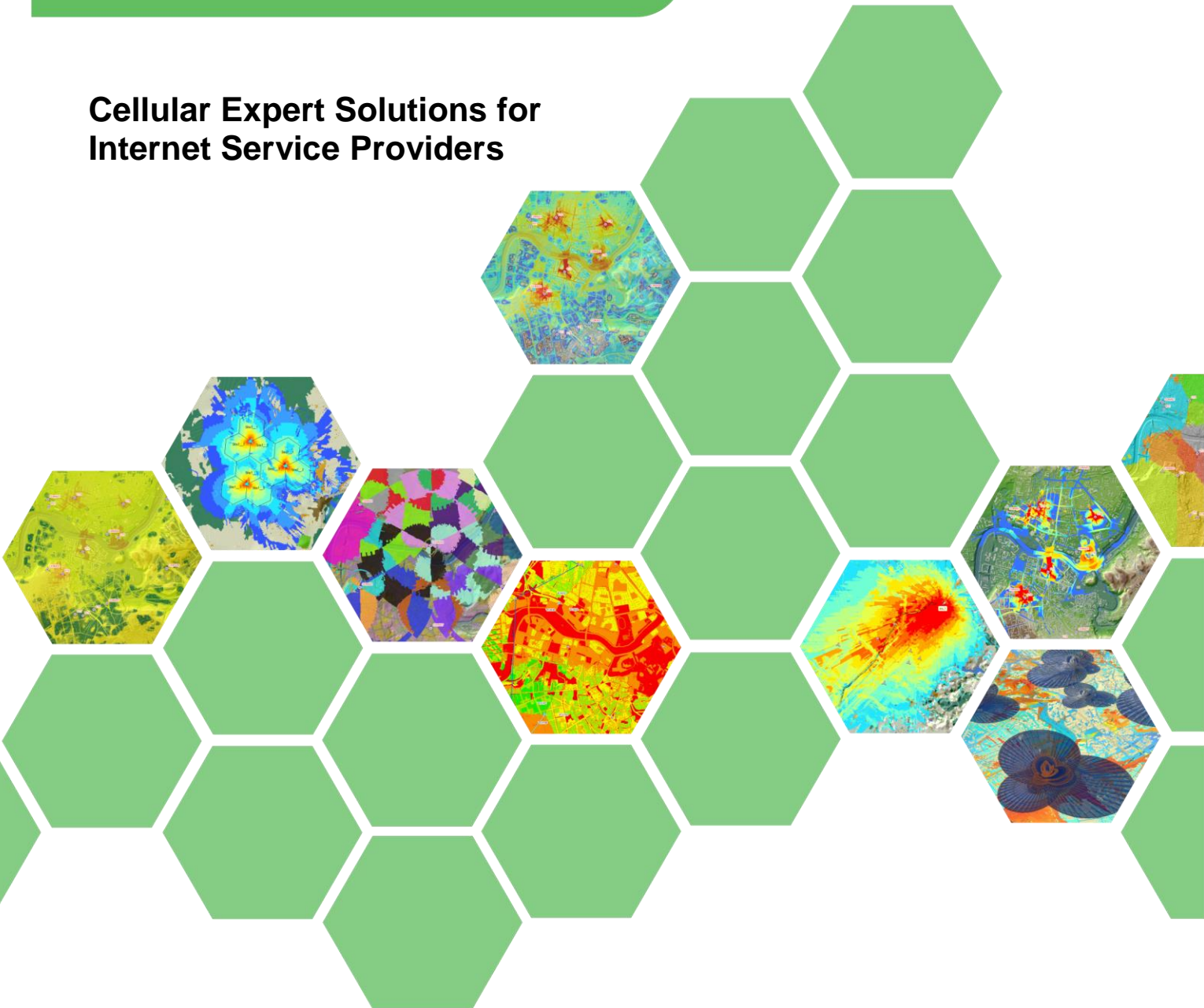


CASE STUDY

Cellular Expert Solutions for Internet Service Providers





Cellular Expert Implementation at ButlerNetworks

About the company

ButlerNetworks is an Internet Service Provider operating in Denmark. It has built a national broadband network, in order to be Denmark's independent alternative. The business concept is exclusively wholesale. ButlerNetworks is a full solution provider that offers a large range of solutions to Telco's, internet providers, system integrators, ASP's, and others in need of a market leading solution.

Project scope:

ButlerNetworks have purchased a Flash OFDM license. The specialists of the company had to perform initial network planning: calculate the number of base stations required, signal coverage and estimate the cost of rollout. This was a challenge for ButlerNetworks, as the company don't have much experience in working with this technology. Cellular Expert is a very flexible tool and supports many different technologies. So it perfectly matched ButlerNetworks requirements and helped the company to plan its Flash OFDM network.

ButlerNetworks specialists were given onsite training course to understand the main tools and functionality of Cellular Expert. After the training course specialists from Cellular Expert company implemented a project and accomplished several tasks:

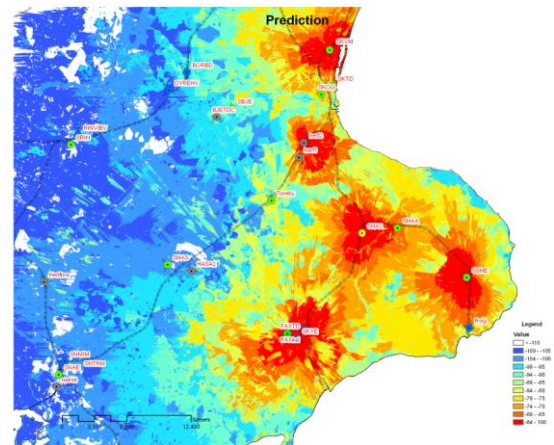
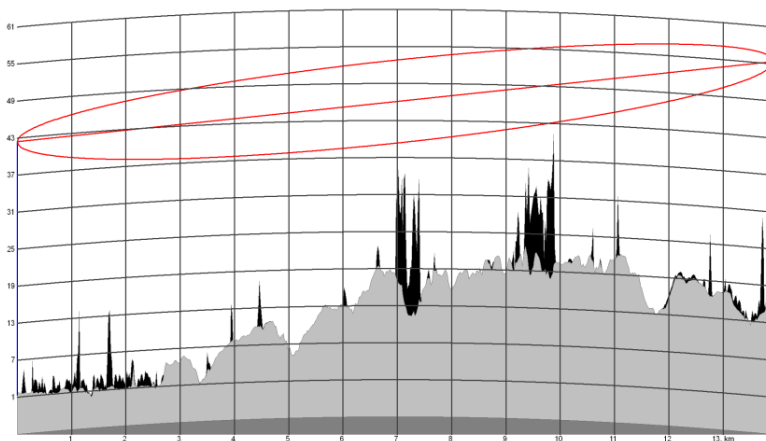
- ✓ **Installation of Cellular Expert software and preparation of network and geographical data**
- ✓ **Selection of best locations for sites**
- ✓ **Optimization of antenna direction and tilt angles**
- ✓ **Calculation of full network coverage and best servers for Flash OFDM**
- ✓ **Calibration of propagation model using measurement data**

During project implementation, a customized workflow was developed which allowed ButlerNetworks specialists to focus on the main points of developing and maintaining network.



Business value:

Cellular Expert software facilitated the process of initial network planning and implementation. The company saved time and could start implementing network instantly and efficiently. The company still develops Flash OFDM network and provides related services.



Customer Testimonial

“Cellular Expert brings our company a set of various benefits. It is a very flexible product due to the capabilities of ArcGIS platform. By using the profile tool, we have been able to determine Line of sight conditions without driving to the customers, which saves us a lot of valuable time. Cellular Expert coverage predictions help us placing new sites in the most efficient way. Besides that, it has been a great help to achieve more accurate predictions in specific areas by importing drive test data to the system and optimizing HATA models. Moreover, Cellular Expert is very powerful tool: we are only using a small part of it and every day we discover new features. And last, but not the least, when we have problems using the software specialists from Cellular Expert company provide us with a unique support with practically no waiting time.” (Jorgen Nielsen, ButlerNetworks)

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