

## Optimize RAN Transport with IP to Increase Bandwidth Efficiency and Introduce New IP Services

The Cisco® RAN Optimization solution uses innovative IP technology to lower the cost of radio access networks (RANs) and help deliver new revenue-generating services.

Mobile operators are actively deploying enhanced voice and data services. However, new services do not have to mean increased costs for RAN transport. With the Cisco RAN Optimization solution, transport of GSM and UMTS traffic is optimized through industry-leading IP technology to reduce OpEx for mobile operators.

### Business Benefits:

- Reduce RAN transport costs by optimizing and aggregating second-generation (2G) and 3G traffic on E1/T1s
- Offload bandwidth-hungry traffic such as High-Speed Downlink Packet Access (HSDPA) traffic over a broadband IP network
- Generate new revenues by delivering innovative, IP-based services such as IP camera broadcast and surveillance, and Wi-Fi and Wi-MAX hotspots at existing GSM and UMTS cell sites
- Receive world-class Cisco Systems® support with a standards-based IP solution

