Blue Telecom Consulting Launches Suites of Solutions within M2M Communications and Predictive Analytics Applied to Telecommunications Networks at the MWC 2014

MADRID, February 18 2014. Blue Telecom Consulting, a consultancy specialized in Telecommunications services, capitalizes on its exhibitor status at the GSMA Mobile World Congress from 24 to 27 February in Barcelona to present two new suites of solutions. These belong to the fields of Machine-to-Machine (M2M) Communications and Predictive Analytics applied to the performance of telecommunications networks, respectively, and come as new additions to complement the current portfolio of solutions and services offered by BlueTC.

Thus, in the area of predictive analytics, the company presents a suite of Solutions named **Predictive Performance Analytics,** proprietary solutions that analyses correlated metrics to predict and simulate future scenarios in telecom operators' networks. This solution goes beyond the traditional predictive analytics that until today mostly has been employed within business areas like sales and marketing. The most innovative part of BlueTC's solution is that it has managed to apply predictive analytics to the increasingly complex area of telecommunications networks. The solution allows operators to efficiently plan the development and dimensioning of its network capacity and anticipate possible issues, such as bottlenecks, which could jeopardize the quality of service offered to its mobile subscribers.

Generally speaking, BlueTC's Predictive Performance Analytics suite helps operators in vital tasks like the planning, optimization and management, including maintenance, of network operations in the areas Radio, Core and IMS.

Miguel Angel Garcia Matatoros, CEO of BlueTC, holds the opinion that "an efficient capacity planning of networks and their nodes is a challenge operator engineers face every day. In order to provide the best possible quality of service to subscribers, and ensure the network is optimally dimensioned to handle traffic efficiently and effectively, involves finding a balance between quality of service and investments. In many cases, the solution is not to add more network equipment, but to enhance the capacity by optimizing or reconfiguring existing networks."

In the field of **M2M Communications**, BlueTC has developed a range of intelligent solutions that enable service providers and enterprises interested in implementing these technologies to implement them in a seamless way, with a minimum of investment, a shorter time-to-market and lower operating costs.

More specifically, the **BlueTC M2M Aware Networks Suite** presents a series of solutions in the field of M2M services that encompass four main areas: The first focuses on facilitating fast-service-launches of services based on M2M communications via deployments that are non-intrusive on existing networks. These are based on virtualized networks' technology and have the added benefit of giving savings of up to 75 % in OpEx/CapEx compared with traditional networks.

In the second area BlueTC proposes concrete ways to prevent the so-called "signaling storms". For already existing M2M networks, a solution of Active Monitoring of the quality of the network is proposed, that enables measuring the quality experienced by the end-user. And finally, this suite of solutions includes a system for monitoring the level of compliance with SLAs (Service Level Agreements) associated with M2M communications.

"BlueTC's service and solution portfolio has been developed thanks to our in-depth understanding of the telecom sector and aims to generate value for customers in different areas and technologies. We do this by proactively responding to their main needs and challenges," adds Mr. Garcia Matatoros. "The suites of Solutions that we are launching at the MWC 2014 were in fact designed as a direct response to specific issues identified from working with European operators. They now have the sufficient maturity to be presented to a wider public, such as the global players present at the congress," he concludes.

At the GSMA MWC 2014, BlueTC will be located in the **What's Next Pavilion, Hall 8.0. - Stand B60**. Pre-programming of meetings may be done by sending an email detailing specific areas of interest and/or needs to sales@blue-tc.com.

About Blue Telecom Consulting

Blue Telecom Consulting (BlueTC) is an international telecommunications consultancy that offers innovative and specialized consulting services and solutions to Operators, System Integrators and Network Equipment Vendors.

The company works with top tier companies in the telecommunications sector in various countries and takes on projects globally. It has the ability to work in multivendor environments and offers great flexibility regarding customer collaboration and project execution models.

BlueTC's mission is to create value for customers developing their own services and solutions based on its unique combination of expertise and experience within the telecommunications value chain. Its portfolio focuses on solutions and services that aim at evolving and optimizing networks. Recently, highly cost effective solutions have been developed for the areas of M2M Communications and Predictive Analytics applied to Network Performance.

The company was established in Madrid in 2005 and opened an office in Sweden in 2012, serving the Nordic countries, and started commercial activities in the United Kingdom in 2013. In 2013 the company's turnover reached 8.5 million Euros.

For a complete description of the portfolio, please consult the company website www.blue-tc.com, the LinkedIn Company Page http://www.linkedin.com/company/blue-telecom-consulting or direct an email to press@blue-tc.com.

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