

ConneXion

January 2008 - No.12



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goulet telecom

From the CEO

Dear readers of ConneXion,

Since this is the first edition of our newsletter this year, I take this opportunity to offer you and your family and friends, on behalf of the whole Goulet Telecom International team, a very happy, healthy and prosperous 2008. May you realize this year one important personal project that will have a positive impact on your life and environment.

This year promises to be an important one for our company. There are exciting new developments ahead, with a first announcement in just a few weeks. In 2008 we will launch new activities and services, with the goal to serve our clients even better.

Stay tuned!

Michel Bruyère
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*We Wish You
All the Best
For 2008*

3G Versus WiMAX

Since its launch, third generation (3G) networks have been dominating the world of mobile wireless in advanced telecom markets. A few years ago, experts thought a new technology was going to knock 3G off its pedestal: WiMAX. Both technologies are designed to deliver high-speed services to users on the move but have different technical foundations. 3G is the progression of cellular technology while wireless broadband systems such as WiMAX are the first generation of a new type of networks.

Many experts think that WiMAX will replace 3G, but it seems that there are many elements to consider for the introduction of WiMAX and that these go beyond the challenges of introducing a new technology. WiMAX proponents claim that this network technology can offer faster downloads than the speed promised by many cellular carriers that are now converting to 3G networks. WiMAX networks typically offer

users download speeds between 2 and 4 Mbit/sec and up-load speeds of about 1 Mbit/sec. For their part, 3G networks currently provide average download speeds between 400 and 700 Kbit/sec. But detractors have their doubts on mobile WiMAX's technical capabilities. They mention that WiMAX faces many obstacles such as data handling between mobiles, in-building penetration, tower density, fitting working radios inside laptops and power consumption, etc. WiMAX will have to face some important challenges, but the supporters are confident that the experience they acquired when they faced similar problems with the evolution of 3G will help them progress quickly. One prediction that all specialists can agree on is that if the introduction of WiMAX technology evolves quickly and without too many hurdles, the first cellular carriers who adopt it will have significant advantages: faster

What Clients Say

"This training gave me a new mindset of customer service which I will definitely be delighted to use back at home" said a participant of the 'Customer Service & Call Centers for Executives' Training Program that took place in Montreal, Canada on 22 October - 2 November 2007.

services and lower prices.

Goulet Telecom International offers Training Programs in the area of WiMAX and Mobile WiMAX and would be glad to assist your company in understanding what are the stakes involved in the battle between WiMAX and 3G through consulting or training assignments.

For further information about this specific expertise, please contact Ms. Amélie Fournier at afournier@goulet-telecom.com.

Goulet Telecom International's CEO trip to Southern Africa

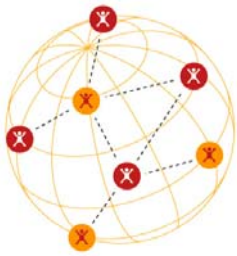
Mr. Michel Bruyère, CEO of Goulet Telecom International, visited five countries in southern Africa from 9 to 24 November 2007. The objective of this trip was to meet with current and potential clients and discuss collaboration in the areas of telecom consulting and training. Mr. Bruyère had the privilege to meet with over 20 senior executives working for operators, regulators, policy-makers and other telecom organizations in Botswana, Namibia, South Africa, Swaziland and Zambia.

For further information, please contact Ms. Amélie Fournier at afournier@goulet-telecom.com.

Upcoming Training Programs

- Overview of Telecom Technologies & Services, 18-22 February 2008, Cape Town, South Africa
- Financial Management in Telecommunications, 2-13 March 2008, Dubai, United Arab Emirates
- Fixed & Mobile WiMAX: Planning, Design & Deployment, 10-14 March 2008, London, United Kingdom
- International Settlements & Traffic Management, 6-10 April 2008, Dubai, United Arab Emirates
- Cost Methodologies in Telecommunications, 14-18 April 2008, Kingston, Jamaica
- Next Generation Networks, 21-25 April 2008, Montreal, Canada
- Telecommunications Management Fundamentals, 28 April - 9 May 2008, Montreal, Canada





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Goulet Telecom International Awarded a Training Programme for Vodafone Egypt

Goulet Telecom International was selected as training provider for the development and delivery of more than 10 training modules for Vodafone Egypt's Marketing Department. Following the approval of a training plan for the Department, Goulet Telecom International will lead customized training modules to train staff from the marketing/commercial team.

The Training Programme covers a wide-range of topics from marketing communication and product design & management to business intelligence and strategic planning.

For further information about our training services, please contact Ms. H el ene Duran at hduran@goulet-telecom.com.

New Mobile Generation

Today, nothing is fast enough. The ICT world is changing and is now entering the 'here and now' era. People want to be able to communicate anytime, anywhere and these new requirements inevitably impact the ICT sector.

The wireless generation wants to access a wide array of information from their mobile phones while sitting on a bus, in a caf e or at the airport in Bangkok, Cape Town or Paris. People developed new needs and now use their mobile devices to text friends, family and colleagues, check emails, book flights, play games, keep tabs on football scores, trade stocks, get job offers and even use it as debit or credit cards in some countries. In less than 20 years, mobile telecommunications outstripped their fixed-phone counterparts and are being used by over two billion people worldwide. Originally used as a communication tool only accessible to the jet-set, mobiles now have a big cultural influence; some particular age cohorts and subcultures even begun owning mobile phones to help define their social identity.

This new reality represents a great opportunity for mobile operators and there are many ways they can benefit from this new social behavior. Mobile operators have the possibility to expand their business and gain competitive advantages by developing new products and offering unique services. It is overriding that companies understand what their customers want. For a start, they need to learn about the mobile generation: what kind of information are customers interested in, are there different needs for different age groups and for men and women, what are the users' preferences for mobile business services: information, personal information management, entertainment, dealing, industrial application, location service, etc.

There is a process to follow for the development and implementation of new products & services and many factors to take into account. Goulet Telecom International can help you understand the new mobile generation, seize opportunities in your market, and develop business plans taking all key aspects of the process into consideration,

What Clients Say

"What I specifically appreciated in the Training Program is that practical workshops helped improve planning and scope definition process in the project management" mentioned a participant about the 'Project Management in Telecommunications' Training Program that took place in P etion-Ville, Haiti on 1-5 October 2007.

"The knowledge I acquired was very good and useful to me now and will be forever" said a participant about the 'Strategic Sales in Telecommunications' Training Program that took place in Kampala, Uganda on 29-31 October 2007.

"What I specifically appreciated is that the Training Program displayed a think-out-of-the box perspective which is required in this environment" said a participant about the 'International Telecommunications' Training Program that took place in Port of Spain, Trinidad & Tobago on 11-14 December 2007.



maximizing your success in this new era, here and now.

For further information about this specific expertise, please contact Ms. Am elie Fournier at afournier@goulet-telecom.com.

Preparation of an Expert Report for a Major Telecom Operator

Goulet Telecom International recently prepared an Expert Report used in a court case between a major telecom operator and its unions. The Report presented the impact of the liberalization of the telecommunications sector and the introduction of competition on the workforce of an incumbent telecom operator. The Report presented the key characteristics of the ever-evolving global telecommunications environment and how the recent and upcoming changes affect the business of incumbent operators worldwide. The Report put in evidence the worldwide phenomena of downsizing of workforce of incumbent operators following the liberalization of the telecom sector and the introduction of competition.

For further information about our consulting services, please contact Ms. H el ene Duran at hduran@goulet-telecom.com.