



Telecoms Consult

Company Profile
&
Scope of services



Welcome to Telecoms Consult

Telecoms Consult has been founded by an individual acting as an independent consultant specialized in Telecommunications with 30 years' experience with large companies for major projects.

Covered segments: Small & Medium Enterprises, Oil & Gas, Power Utilities, Transport, Defense & Public Safety and Telcos.

Covered technologies: Wireless (2G, 3G, 4G, 5G, WiMAX & Wi-Fi), Satellite com, FTTx, Microwave & Optical Transmission, IP-MPLS, IOT, IP Telephony, Storage & Cloud Computing, Cyber Security.

Covered geographical area: Middle East & Africa. HQ: Dubai, UAE.

Consulting segments

Telecoms Consult is covering six main segments in the telecommunication domain:

The traditional Carrier segment for fixed or/and mobile operators and the Enterprise segment covering:

Oil & Gas, Power Utilities, Transport, Public Safety & Defense, Small & Medium Enterprises.

Energy: Oil & Gas and Power Utilities

Oil & Gas and Power Utilities are looking for new technologies to transform their network from legacy SDH/PDH to packet technology mainly based on IP-MPLS, without impact on the critical mission services, with an excellent reliability, low latency and easy to operate. Oil & Gas and Power Utilities are looking too for a new wireless technology to replace Tetra and to introduce broadband Wireless such WiMAX, but more and more LTE. LTE can be used for multi mission services: Security using video surveillance, digital wells, IOT interconnection for numerous type of sensors in Oil & Gas and smart meters for Power Utility. In this case, we will use the new LTE narrow band standard recently standardized by 3GPP.



Transport: Railway, Metro

In Transport segment, technical progress particularly for Railway & Metro has made train control systems capable of supervising, operating and controlling the entire operational process. The key elements for this are:

- Automatic Train Protection (ATP) is the system and all equipment responsible for basic safety; it avoids collisions, red signal overrunning and exceeding speed limits by applying brakes automatically.
- Automatic Train Operation (ATO) insures partial or complete automatic train piloting and driverless functionalities. The ATO system performs all the functions of the driver, except for door closing.
- Automatic Train Control (ATC) performs automatically normal signaller operations such as route setting and train regulation. The ATO and the ATC systems work together to maintain a train within a defined tolerance of its timetable.

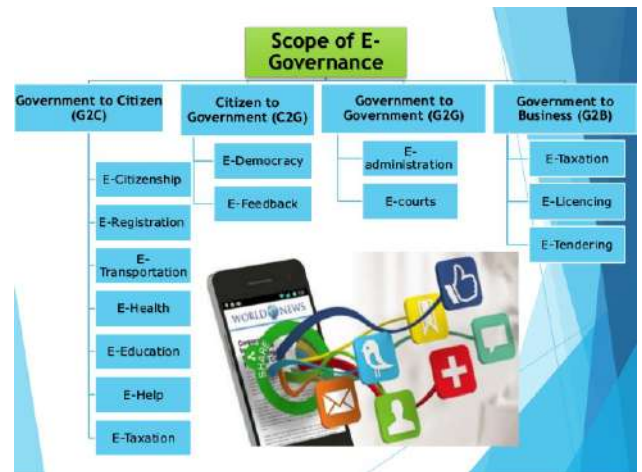


Therefore, new ICT / Telecommunications technologies have been introduced in Transport, based on full IP-MPLS over optical fiber to replace former legacy SDH and LTE to replace step by step Tetra. These new technologies allow to implement critical mission services with higher capacity and less latency.



Public Safety, Defense, e-Government

Public Safety and Defense required critical mission wireless solution to provide video capabilities. So, no doubt that LTE is the mandatory future technology. However, the traditional radio technology narrow band like Tetra will remain for years in place due to their extreme reliability having all critical mission features like for example the mobile to mobile direct communications. Therefore, the consultant shall guide these organizations to integrate the LTE as an overlay network over the Tetra narrow band in first step. In e-Government, many opportunities in domains like IOT connected cities, digital government platforms, security & protection, automation, data collection and analytics are coming out and will be main drivers of digital transformation in coming years.



Small and Medium Enterprises

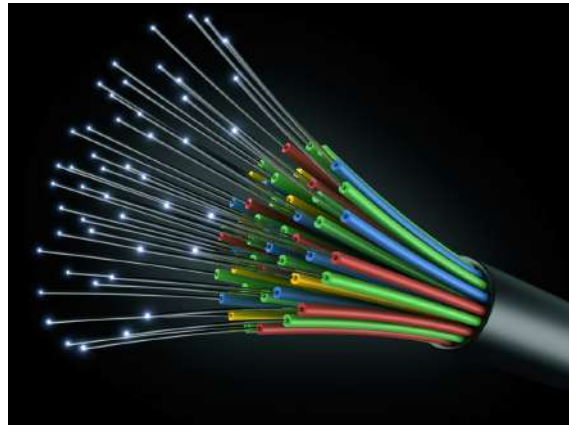
Small and Medium Enterprises need more and more solutions easy to use and cost effective based on software applications. The network and applications will be completely virtualized using cloud band concept and therefore hosted outside the SME.

Consequently, an attention for security and reliability must be considered for the benefit and confidence of SME. The consultant will propose to SME the best cost-effective solution taking into criteria the cost and the security for Enterprise data.



Telecom Operators

Small and Medium Enterprises need more and more solutions easy to use and cost effective based on software applications. The network and applications Telecom Operators are facing a new challenge to move step by step in a full IP network for the core, full IMS integration and managing all technologies in wireless from 2G to 5G. Obviously, the transformation and integration of the 5G, will be deployed at different speed and time depending on market maturity. The consultant needs to support the Client for best in class transformation network for the whole or specific tasks including Design, Business Plan, RFQ Development, Project Management, Purchasing support and more.



Consulting services

A - Network audit



Telecoms Consult can support any IT/Telecom organizations to perform regular audit following a strict methodology as specified below:

Network Audit Definition:

Network auditing is the collective measures done to analyze, study and gather data about a network with the purpose of ascertaining its health in accordance with the network/organization requirements.

Network auditing primarily provides insight into how effective network control and practices are, i.e. its compliance to internal and external network policies and regulations.

A network Audit is to compare what you must certain standards and policies.

Perimeter of Network Audit

The audit is limited to network nodes entirely part of the network such as, radio access point (BTS, NodeB, eNodeB, Wi-Fi access point, Tetra BTS, etc., Radio controller, core network components, router, switch, firewall, gateway, applications server and so on.

Main drivers for a Network Audit

Inventory: As network demand grows, many nodes are added and at some point, network administrator may be not in full control of what is running on his Network.

Network Upgrade: To keep up with demands, network will need to be upgraded from time to time. Before the upgrade, a network monitoring must be performed to record the network behavior. Some nodes will not be supported by the new software upgrades and will need to be replaced by new ones. (Obsolescence).

Mandatory Audit: Based on Client business organization, audit may be mandatory to keep its classification level.

Network Audit breakdown

Network audit is typically split in breakdown a Network Audit into three phases/stages:

- Planning & Organization
- Acquisition & Implementation
- Delivery & Support
- Post-Audit Monitoring

B - Network Design and Engineering



Network design involves evaluating, understanding and scoping the network to be implemented. The whole network design is usually represented as a network diagram that serves as the blueprint for implementing the network physically. Typically, network design includes the following:

- Logical map of the network to be designed
- Cabling structure
- Quantity, type and location of network devices (router, switches, servers)
- IP addressing structure
- Network security architecture and overall network security processes and so on.

Network Engineering is an interdisciplinary approach and means to enable the realization of successful Network systems. It focuses on defining customer needs and required functionality early in the development cycle, documenting requirements, then proceeding with design synthesis and system validation while considering the complete problem

Network systems Engineering integrates all the disciplines and specialty groups into a team effort forming a structured development process that proceeds from concept to implementation to operation. Network Systems Engineering considers both the business and the technical needs of all customers with the goal of providing a quality product that meets the user needs.

Telecoms Consult can elaborate a complete network design and engineering HLD (High Level Design) to be further delivered and implemented by system integrator company and controlled by the Consultant.

Telecoms-Consult will follow the below indicated methodology steps:

- Recognize Customer needs,
- Describe the existing Network,
- Design networking & topology Solution,
- Plan the network implementation,
- Recommend, when required, a prototype network,
- Fully Document the Design,
- Verify that the implementation is done according to the Design,
- Verify, monitor and modify as needed.

C - Network Transformation



Replacing legacy infrastructure by migrating to All-IP

Telecom operators and enterprises need to restructure their networks to enable time-to-market for new broadband digital services. Supporting legacy network infrastructure, composed of various old network protocols and technologies is increasingly complex and costly for operators and enterprises. Leading operators and some enterprises migrate to All-IP networks nowadays.

Network virtualization.

Network virtualization technologies such SDN and NFV will allow operators and enterprises to transform their network and achieve further effectiveness. Virtualization will allow replacing numerous hardware devices distributed in the field with software functions that will be standardized and managed centrally from a data center. Therefore, a repair or upgrade will require simple and fast implementation.

From 2G/3G to LTE and 5G.

Mobile operators are moving to all-IP networking thanks to LTE. However, the introduction of LTE means that operators have to run multiple networks in parallel: the circuit-switch network for 2G, 3G and the IP Multimedia Subsystem (IMS) to support voice, video and messaging on the LTE network. Operators need to manage the transition from 2G/3G to LTE and tomorrow 5G to have all benefits of all IP networks with better features in term of capacity and latency for the end users.

Telecoms Consult proposal for network transformation includes the following breakdown:

- Network evolution: Most of organizations does not want revolution for their network, but a smooth evolution introducing new technologies such IP-MPLS, IMS, Cloud Band, Network Virtualization, LTE and 5G, without impacting the user experience for service continuity, but providing in the same time more capacity, more features and less CAPEX and OPEX.
- Network improvement: When the Network evolution is completed with the introduction of new technologies, there are however always room to improve the network introducing new features which require new software upgrade. Therefore, a strict process shall be put in place by the consultant to guarantee zero failure and network interruption.
- Network monitoring: there is always room for network improvement. The consultant will put in place the right procedure for the operator to monitor carefully the behavior of his network. Based on analysis, the Consultant will propose a network evolution and network improvement to enter in a virtuous circle.

D- Business Planning



Telecoms Consult can elaborate a Business Case for any future telecommunications projects. The Business Plan will include a clear strategic, technical and financial vision of the project. The output of the Business Plan will support the Client for his decision to launch the project.

The following tasks to achieve the Business Plan will be performed by the Consultant:

- Strategic Business Review,
- Business Goals,
- Business Strategy Development,
- Formulation of implementation plan.

The output will be a set of documents prepared by the Consultant to summarize the operational and financial objectives and to show how they will be achieved. It serves as a blueprint to guide the Client company policies and strategies and is continually modified as conditions change and new opportunities and/or threats emerge. The Business Plan shall detail the past, present, and forecasted performance of the company. And usually also contains financial documents to illustrate how the financing being sought will affect the company's financial position.

The Business Plan document will be organized as below:

Telecommunications Business Plan.

1. Executive Summary
2. Company Summary
3. Competitive Comparison
4. Market Analysis and Summary
5. Strategy and Implementation Summary
6. Management Summary

E- RFP Development



Telecoms Consult can support its Client to elaborate an RFP for telecommunications project.

We believe strongly in Requests for Proposals (RFPs) as a mean for companies to find the best products and services at competitive prices. The Consultant proposes as a minimum 5 steps to elaborate an RFP:

1. Define exactly what the Client is looking for,
2. Provide the necessary information to a vendor to give the best possible technical & commercial offer,
3. Provide enough time for the proposal submission to be certain that all vendors have answered to all requirements
4. Propose a simple but strict format to be followed by all vendors for evaluation purpose,
5. Determine a clear evaluation process: the consultant proposes to have first a technical evaluation shortlist and then a commercial evaluation before the final award.

The output model of RFP proposed by the consultant is based on the below standard model but can be adapted based on Client requirement and process:

1. Key sections of an RFP
2. Statement of Purpose.....
3. Background Information
4. Scope of Work.....
5. Outcome and Performance Standards
6. Deliverables.....
7. Term of Contract.....
8. Payments terms.....
9. Liabilities, Penalties, Liquidated Damages.....
10. Contractual Terms and Conditions
11. Requirements for Proposal Preparation
12. Evaluation and Award Process.....
13. Process Schedule.....
14. Points of contact for future correspondence.....

F- Contract Negotiation



The contract negotiation involves two parties, the client and the Contractor to discuss points of a potential partnership agreement. The goal is for an agreement to be made that is beneficial to all involved parties. Discussions may go back and forth between parties until all points have been agreed upon. The end goal is an agreement that is both fair and equitable to each party.

The Consultant will evaluate different proposals submitted by the bidders and will shortlist the best commercial and technical offers based on fair and strict evaluation. After that, a negotiation phase is engaged with the shortlisted bidders. Telecoms Consult, can

support its Client during the technical, commercial and contractual negotiation in the best interest of the client for the whole tasks listed below:

- Technical evaluation,
- Scope of work and master plan,
- Deliverables,
- Quality plan,
- Price benchmark,
- Payment terms,
- Terms and Conditions (Liabilities, Transport, incoterms Etc.).

After negotiation, an Agreement will be a signed using similar below articles:

ARTICLE 1 -	DEFINITION
ARTICLE 2 -	PURPOSE OF THE SUPPLY AGREEMENT
ARTICLE 3 -	TERM
ARTICLE 4 -	DELIVERY AND TITLE
ARTICLE 5 -	DELAY
ARTICLE 6 -	NEW ORDERS
ARTICLE 7 -	CHANGES TO ORDERS
ARTICLE 8 -	CHANGES IN EQUIPMENTS OR SOFTWARE
ARTICLE 9 -	DISCONTINUED EQUIPMENTS
ARTICLE 10 -	PRICES, PAYMENT AND TAXES
ARTICLE 11 -	ACCEPTANCE OF EQUIPMENT AND SOFTWARE
ARTICLE 12 -	WARRANTY AND LIABILITY
ARTICLE 13 -	GRANT OF LICENSE
ARTICLE 14 -	INFRINGEMENT
ARTICLE 15 -	USE OF CONFIDENTIAL INFORMATION
ARTICLE 16 -	CONFIDENTIALITY OF AGREEMENT
ARTICLE 17 -	EXPORT
ARTICLE 18 -	TRADEMARKS
ARTICLE 19 -	LEGISLATION AND GOVERNMENT REGULATIONS
ARTICLE 20 -	RESELLER'S REMEDIES

- ARTICLE 21 - TERMINATION
- ARTICLE 22 - COMING INTO FORCE AND TIME SCHEDULE
- ARTICLE 23 - FORCE MAJEURE
- ARTICLE 24 - ASSIGNMENT
- ARTICLE 25 - NOTICES
- ARTICLE 26 - SECURITY INTEREST
- ARTICLE 27 - GENERAL
- ARTICLE 28 - CONSTRUCTION OF AGREEMENT, NO THIRD-PARTY RIGHTS
- ARTICLE 29 - COMPLIANCE MATTERS
- ARTICLE 30 - CHANGE IN LAW
- ARTICLE 31 - APPLICABLE LAW
- ARTICLE 32 - ARBITRATION
- ARTICLE 33 - ENTIRE AGREEMENT

G- Project Management



When the telecommunications project is awarded to the Contractor, Telecoms Consult can support its Client in supervising all tasks and processes to be implemented by the Contractor such as:

- Project strategy,
- Analysis and business case,
- Development,
- Organization and preparation,
- Execution: Design, Procurement, Development and testing, Training and business readiness,
- Measurement to ensure the project is on track.
- Project closure.

Each phase includes numerous sub-phases which are not included in this document but of course will be implemented by the Consultant in agreement with the Client.

The Consultant will follow different methodologies depending of the type of project.

The Consultant will propose the three following methodologies:

Waterfall Project Management

It is the traditional, project management that handles things sequentially, from the concept and planning phase through to development and quality assurance and finally project completion and maintenance. Project requirements are usually defined at the beginning, with little to no alterations to the plan. This methodology is used for large-scale projects where planning and a predictable process are the key.

Agile Project Management

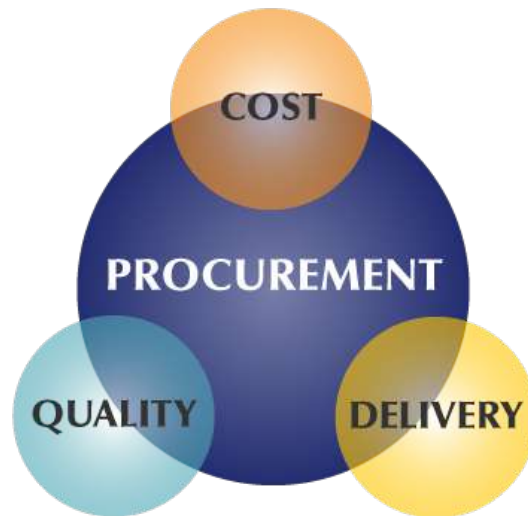
Agile project management focuses on adaptability to changing situations and constant feedback from the project team. This is ideal for complicated smaller project with many changing requirements in scope of timing resulting in constant shifts in team assignments and project change of priority.

Critical path

This methodology focusses more on schedule, tasks and resources. Each project has certain critical paths, that establish a project's minimum timeline. The critical path methodology focuses in priority on adequate resources to this critical path while keeping enough resources to other tasks such that they can run concurrently, but still have enough of a buffer to reassign resources when needed. This setup is ideal for resource-heavy teams, or for those who have enough flexibility in their team members' respective skill sets.

H- Purchasing

Telecoms Consult can handle purchasing tasks partially or entirely in the behalf of its Client to procure specific solutions (hardware and software) and specific services (Installation, commissioning, technical support, managed services, etc.) based on market price reference, product and service quality, in the best interest of its client. The following tasks can be provided by the Consultant to support its Client:



Request analysis:

After receiving the request from users' departments, the consultant will examine in detail the need and urgency of requested item.

Assessment of demand or description of need:

After recognizing the need with appropriate description, qualitative as well as quantitative, is necessary for the successful purchasing.

The Consultant will transfer the knowledge of items to be purchased to secure full description, so the Client purchasing department will send a clear request without ambiguity to the Supplier.

Selection of sources of supply:

The Consultant will support the Client for the selection of the sources Suppliers for the requisitioned items.

Receiving of quotation:

As soon as the purchase requisition is received in the purchase division, sources of supply will be located; a decision is then taken in respect of the method of tendering/limitation of quotations from prospective suppliers.

Placing order:

Placing a purchase order is the next function of purchasing officer. Since purchase order is a legal binding between the two parties, it should always be accurate, clear and acceptable to both and the support of Consultant will be appreciated by the Client to avoid any un-clarity.

The purchase order should contain the following:

- Description and specifications of the material.
- Quantity order.
- Transport and packing charges and shipping instructions.
- Name and address of the supplier.
- Date, time and place of delivery.
- Price, discount and terms of payment.
- Signature of the purchase manager.

Orders follow-up.

If requested by the Client, the Consultant will propose a methodology to support the Client's Purchasing department for follow-up of the orders placed on different suppliers.

Inspection of incoming materials:

The Consultant can support the Client's Purchasing department on the inspection of High Tec products during a factory test acceptance department to insure, that specifications indicated in the purchase order are fulfilled.

I- Third Party Sales and Business Development Representation

Reason to look for a third-party Sales and Business Development representation.

To begin with, employing a Sales Representative that is a resident in the targeting region, is customary and shows an understanding of and commitment to local business culture and etiquette. The value created by a local Sales Representative in transacting local business cannot be overestimated.

Enterprises cannot always hire or does not want to hire a full dedicated Sales and Marketing team, but instead a mix of internal and external resources to get more flexibility depending of market trend and evolution.

For specific segments, the company will choose to hire a very specialized Sales Representative on part time job; The Sales Representative can be in this case shared among different companies.

Scope

Results-driven Sales Representative to actively seek out and engage customer prospects. To provide complete and appropriate solutions for every customer to boost top-line revenue growth, customer acquisition levels and profitability.



Sales Representative Responsibilities

- Presenting, promoting and selling products/services using solid arguments to existing and prospective customers
- Performing cost benefit and needs analysis of existing/potential customers to meet their needs
- Establishing, developing and maintaining positive business and customer relationships
- Reaching out to customer leads through cold calling
- Expediting the resolution of customer problems and complaints to maximize satisfaction
- Achieving agreed upon sales targets and outcomes within schedule
- Coordinating sales effort with team members and other departments
- Analyzing the territory/market's potential, track sales and status reports
- Supplying management with reports on customer needs, problems, interests, competitive activities, and Potential for new products and services.

- Keeping abreast of best practices and promotional trends
- Continuously improve through feedback

Company details



- License No. 2364
- Type of license: Consultancy
- Licensee: Telecoms-Consult FZE
- Operating name: Telecoms-Consult FZE
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- Issue date: 12/12/2016
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