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## Ten Lifecycle Steps for Developing and Deploying WiMax Services- Whitepaper

WiMax, LTE, 4G and Mobile Broadband is a technology ecosystem which brings convergence and productivity into private and public cellular networks. For this reason it is vital for WiMax and LTE infrastructure OEMs and Service Providers wanting to provide WiMax based Converged Mobile Services to carefully understand the Development and Deployment of this technology ecosystem. It is simply too big to be planned, acquired and deployed assuming that a common roadmap is the path to all evolutions and therefore needs a consulting approach to creating the service over the life of this sort of technology platform. This paper is dedicated to Communications Decision-Makers, Managers, Service Providers and Vendors to take this perspective for the overall highest return on this critical next-generation technology investment.

Global-i approaches WiMax development and deployment from a ten step full-lifecycle services approach. These steps are:

**Step 1: WiMax User Survey and Assessments (Market, Technology, Partner and Competitor)**

**Step 2: WiMax Concept Development**

**Step 3: WiMax Strategy & Business Case Development**

**Step 4: WiMax Product Planning & Requirements Development**

**Step 5: WiMax Architecture, Design & Roadmapping**

**Step 6: WiMax In-house Testing and Validation**

**Step 7: WiMax Vendor Selection/Management**

**Step 8: WiMax Pilot Market(s) Deployment**

**Step 9: Pilot Monitoring & Management**

**Step 10: WiMax Launch & Full Market Expansion**

WiMax Proof-of-Concept

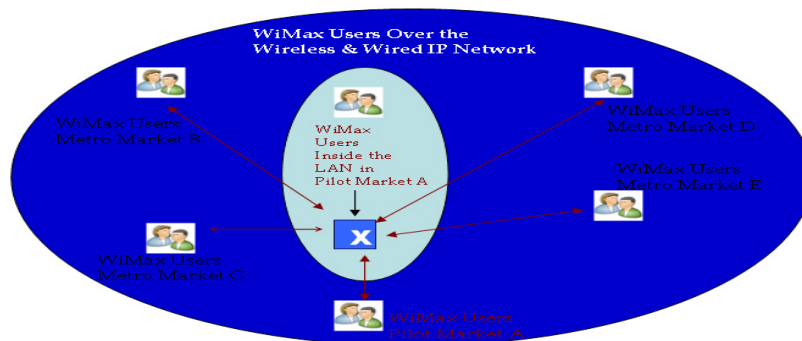
WiMax Product Development

WiMax Vendor Selection & Program/Project Management

WiMax Service Justifier = WiMaxSJ

In Step 1, Global-i would ensure that all current ecosystem elements touching WiMax are assessed. Most importantly the market assessments, the technology assessments and the competitive assessments and vendor/partner assessments. Step 2 would also ensure all WiMax capable users are identified and their critical business processes detailed. This step would allow Global-i to understand the relationships among the user needs and areas that would be complementing and competing for WiMax use cases. This group will also provide the inputs necessary to select the Proof-of-Concept (POC/Pilot) market(s) that would prove the WiMax business and productivity case first for the Pilots and subsequently for the full-market deployment. Step 2 would include performing needs assessment and requirements gathering from the Pilots and for the overall market infrastructure and service creation/delivery needs. In Step 3, the data gathered from Steps 1 and 2 would allow Global-i to start formulating the WiMax Strategy from a total market-wide perspective, yet keeping the focus on the POC candidate(s). This would allow creating the feature sets, the access mediums, the device types, the network requirements and eventually tie all this to the WiMax service roadmap and delivery. This leads to what Global-i calls the "WiMax Service Justifier" or just (WiMaxSJ) in order to build the WiMax strategy which justifies the current and future WiMax service values. Once the WiMaxSJ is established and the POC candidate(s) are selected to meet the WiMaxSJ metrics, in Step 4 the product/service planning from an architecture and design standpoints are conducted. Once the service architecture and design is in place in Steps 6 through 8 the trial and total market deployment can be planned and managed. Deployment planning includes the infrastructure planning and other necessary activities needed for WiMax to be implemented and users adoption and training to start. The user, network and overall service satisfaction is monitored and managed over a defined period of time to successfully complete the POC trials. Multiple trials can be project managed in order for successful multiple POC completions. Once the POCs are completed, in Step 10 full WiMax market launch is executed. The full market launch is once again measured by the WiMax Service Justifier (WiMaxSJ) metrics which was created in Step 3 of the strategy formulation and investment justification process.

WiMax Deployment Evolving from Pilot Market(s) to Full Market Expansion



Global-i is a consulting, outsourcing and technology services solution provider. Created to deliver innovation and achievement, Global-i collaborates with primarily converged communications clients to help them become value-achievers. Our expertise is in lifecycle and implementation consulting, know-how of converging technology markets, deep understanding of emerging/current/legacy technologies and consulting models to help clients achieve "Value-Driven Performance".

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To discuss how Global-i can help your organization to develop & deploy WiMax services:

Call: 703-574-2917

Email: [wimaxinfo@globaliconsulting.com](mailto:wimaxinfo@globaliconsulting.com)

Website: [www.globaliconsulting.com](http://www.globaliconsulting.com)