



QTEL PLAN OF MIGRATION TO 3G

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ABSTRACT

Implementation plans for 3G vary between operators and this paper will address Qtel's strategy to migrate from its current 2.5G to 3G with a focus on simplicity and delighting the customer. The paper will give an overview of the trial to test both the technology and the customer experience. It will also show how we shall define a careful investment strategy to deliver customized broadband wireless solutions including 3G and WiFi for diverse locations including hotels, public buildings, stadiums and leisure areas in the desert. We shall cover the reconfiguration of the existing 2/2.5G infrastructure necessary to build the trial and discuss the customer usage behaviour we shall be measuring to test the customer experience