



Professional

Services



As a premier research, consulting and advisory services organization, Tonse Telecom provides custom technology research, investment advisory services, strategy, independent reports and marketing services. Tonse consultants cover a broad spectrum of telecom technologies - BWA / WiMAX, IMS, FMC and Triple Play, VoIP, Mobile VAS, End-device Applications and Mobile Content.

Our Services Portfolio

Tonse Telecom enables telecom operator, telecom equipment vendors, ISVs, infrastructure developers and investors for success in the Indian telecom marketplace.

The range of services provided for these companies include:

- » Custom Technology Research
- » Business Plan build-out and fund raising
- » Technology due-diligence and M & A services
- » Offshore partner identification, evaluation and recommendation
- » KPO Services
- » Competitor Analysis
- » Technology Tracking & Monitoring Service
- » Innovation Eco-System build-out
- » Vendor Evaluation / Negotiation
- » Corporate training – Domain Telecom

Custom Technology Research

Tonse Telecom conducts customized technology research study in select areas (for example: Wi-Fi market in India, potential technology solutions available, merits and demerits of alternative approaches, business models, estimated growth, vendor profiles, network operator relationships, usage statistics) and deliver a detailed report to address the customer mandate. The report would also cover opportunity Sizing, scope and Definition of product / service variant over what is currently available, identify market gaps and provide market intelligence about potential direction of competing products or alternative need-fulfilling solutions.

Business Plan build out & Fund raising

Business Plan development for a new product or a variant of an existing product would require fairly deep domain knowledge and understanding of market dynamics of demand / supply (for example, a leading US MNC considering entering the Indian mobile space as an infrastructure player in MVNE model). Tonse Telecom will use its repository of knowledge built over years in the industry to develop a business plan for those select feasible ideas. We also provide necessary introductions into the global investment community and will assist in raising initial capital for developers in the start-up mode.

Technology due-diligence and M&A Services

With India increasingly becoming a product development hub for the global high technology industry, there are several start-ups spread across the country in various stages of idea incubation and prototyping. Tonse Telecom helps bridge fund-source to the business with detailed due-diligence and provides M & A advisory services with its partner companies where required.

Offshore partner identification, evaluation and recommendation

With off-shoring having become a business reality for most global businesses and India leading the movement from the supply-side of the equation, there are still several dozens of technology firms that are continuing to look for the right partners. Tonse Telecom provides additional support in terms of vendor / partner evaluation and analysis to identify best-fit partners in telecom domain.

Competitor Analysis

With increasing competition in the market, companies are forced to closely study the competitors to increase one's market share. Under this offering, Tonse tracks competitor's offerings, customers acquired, strategy, market-share and market trends. Tonse even takes up surveys to help companies resolve grey areas.

For example: A global tier-1 Telecom Equipment maker used our services to carryout a survey to find out satisfaction level of the customer when it comes to maintenance of PBX and also to understand the best practices of the competitor. This has helped the company to significantly change the bundled service offerings along with their IP-PBX product line to gain a dramatic competitive differentiator.

KPO Service

Our high-end KPO (Knowledge Process Outsourcing) services are customized and value based, with the focus on driving quantifiable business growth for our customers. An example of a KPO project: A leading MNC Research & Consulting company needed to track all WiMAX related deployment/ WiMAX operators / spectrum holding assets/ tariff plans / subscriber adds per month globally. Tonse delivered this using a team of researchers, analyst and project manager. With the above KPO service, the client benefited from top quality, stringent timelines, resource skill set availability and substantial savings on expenses..

- » Business and Market Research
- » Business and Technical Analysis
- » Customer Surveys and Analysis
- » Data Analytics
- » Legal Research
- » Intellectual Property Research
- » Finance and Accounting Advisory services
- » Educational and Training Services
- » Content & Report Writing

Technology Tracking & Monitoring Service

The need of the hour in the telecom space is to track the market with current trends and constantly monitor the space. Tonse has a generic India Telecom newsletter but for focused companies, the best solution would be a very specific tailor made service that would provide technology, current trends, hot markets, news, new product launches in this space, new area identification, research material in the area. This service can be prepared on a monthly or quarterly based on the requirement. This newsletter will help the business and senior executive team to keep abreast of the market without losing precious time looking for information.

Innovation Eco-System build-out

With our deep understanding of the Telecom Eco-System, we are constantly looking for early trends, studying the trends and its impact on telecom market. We have dedicated team which constantly monitors the innovations in the eco-system and indicate path for commercialization in the market.

An example: Tier-1 handset vendor wanted to increase the market share in India. To increase their sales in the region the company wanted to define a local eco-system covering innovative applications to enhance their current offerings. This would help them sell more phones as it provides additional features targeted at this region. Since we have a dedicated team that is constantly tracking local innovations in the area, we developed a short-list of innovations in the region, profiled the vendors, recommended best-fit innovations and defined fitment-strategy to target platform. By using our service the handset vendor saved time and effort looking for innovators from scratch. The service is currently being enhanced to address multiple product lines.



Vendor Evaluation / Negotiation

In rapidly emerging sectors such as telecom, frequent changes in the value-chain and emergence of new vendors require a third party to identify the right technology solution, the right vendors at the right price-points. Companies have benefited from vendor profiling services of Tonse where the client saves time, gets access to technology options and understands capabilities of the vendors without revealing the context / contract opportunities currently under discussion.

An example: Leading multi-national device vendor wanted to outsource software-testing services to an external vendor. The company wanted help in identifying the best vendor who could provide multi-tier testing, have excellent test facilities and also provide the best rates. Tonse provided a list of vendors based on the criteria within a short span of time and also helped negotiate price on behalf of the client.

Corporate Training

We provide corporate training to our customers at all levels on the market trends, technology, regulatory details. These training sessions are custom-built to suit the requirement of the client and are specific to the Indian telecom domain.

We have delivered Market Familiarization program (to a group of 33 Venture Capitalists from TIE North America), dozens of VC companies that required this kind of information (typically lasting 2-3 hours), several technology companies as a part of their business visit to India, Washington Telecommunication Council in US and small teams from Venture arms of Tech companies such as Motorola Ventures, legal firms have benefited from such a session. Tonse is also the Telecom training partner for E&Y India.

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