



**IS YOUR SITE GRID  
OPTIMISED?**

**OMNITELE PRIMEA FOR  
RAN INVESTMENT  
OPTIMISATION**

**HOW TO ENSURE  
CUSTOMERS SUPERIOR  
USER EXPERIENCE**

# HOW TO ENSURE CUSTOMERS SUPERIOR USER EXPERIENCE

In our June newsletter we are talking about how Omnitele can help you ensure customers superior user experience by making smart and cost efficient choices. These have been the most popular articles during this spring.

- Site grid optimisation. Many operators are in need of re-assessing their mobile network design and technology rollout strategies.
- Omnitele PRIMEA for RAN investment optimisation forecasts how the traffic and terminal development will change the provided user experience with machine learning.

## Is your site grid optimised?

The focus and infrastructure of the network have changed over the years, due to changing city infrastructure, increased traffic volume, shifts in traffic distribution and evolved service level requirements, the current site grid might have become partly non-optimal in some locations.

Site grid optimisation offers a cost-efficient way to review the existing site grid and apply the changes that are needed to optimise the network performance.

Omnitele has developed an efficient, stepwise approach on grid optimisation, which takes into account the new requirements of a 3.5 GHz grid, and ensures the new grid meets the 5G indoor coverage demands.



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# RAN INVESTMENT OPTIMISATION

In order to make sound investment decisions, an operator needs to understand which one of the available technology solutions provides the best long-term efficiency for delivering the targeted user experience.

Omnitele PRIMEA forecasts how the traffic and terminal development will change the provided user experience, and quantifies how the alternative technology and spectrum deployments can improve it in a given time frame.

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