

Wireless Broadband Services 2008: WiMAX

Description: The vision of a fully mobile broadband service which addresses the needs of the consumer has captured the attention of most of the major providers and vendors in the world. What characterizes the technology roll-out is a divergence of approaches which has a direct impact on the various business models and is relative to revenue streams. The market drivers of the wireless broadband services are from three sources; the vendors, the providers and the standards organizations. The playing field is set, the players are in place and now the game begins. Which ones will win?

This report evaluates the current state of the WiMAX value chain, vendors, service providers, and solutions as well as the future prospects of WiMAX.

Key Issues

Despite a spate of setbacks for WiMAX and Wi-Fi vendors are diligently working hard to develop products and services to sell to the telecom carriers. Sprint's aborted WiMAX project rose from the dead only to be brought back to life as an internal and limited trial. What are Clearwire's alternatives to a dead Sprint relationship? What will happen to Intel? Intel is the driver behind WiMAX and now Sprint has abandoned its \$5 Billion WiMAX network.

Author Info:

Robert D. Crago NCE – Mr. Crago has been in the communications industry for over twenty years as a systems engineer, project manager and consultant to enterprise groups, telecommunications companies and vendors providing effective solutions. Mr. Crago's consulting practice provides clients with technology migration, consolidation and transformation planning, implementation and integration processes having a direct effect to the bottom-line. Mr. Crago's success has been in providing realistic ROIs to his clients.

P.J. Louis has over a quarter of a century's worth of experience in the telecom business. Mr. Louis is currently developing businesses in Asia and in the United States. Prior positions include Managing Director for Telecom Business Recovery in FTI Financial Consulting and PricewaterhouseCoopers, Vice President of Carrier Marketing & Product Management at TruePosition, Inc., a leading provider of wireless location services. Mr. Louis had also served as chief of staff for engineering in NYNEX (today known as Verizon). He has held a number of leadership positions within Bell Communications Research and NextWave Wireless. Mr. Louis is a former officer of the Institute of Electrical and Electronics Engineers (IEEE) Communications Society - New York Section. Mr. Louis has been a senior member of IEEE for 26 years. Mr. Louis' experience includes leading sales and marketing organizations as well as technology organizations. Mr. Louis has been a featured speaker in telecommunications conferences and is the author of four (4) McGraw-Hill books; Telecom Management Crash Course, M-Commerce Crash Course, Broadband Crash Course, and Telecommunications Internetworking.

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