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Novarra Intros Study & Network Operator Cost Analysis Tool

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Novarra ([News - Alert](#)), a provider of high performance mobile internet browsers and platforms for operators, handset manufacturers and internet brands, has [announced](#) to release a study conducted by the company that analyzes how the ever increasing mobile web, video and app usage from data hungry smartphone and netbook subscribers impacts underlying network costs and capacity. The company helps its customers in creating new services and revenue streams for smartphones, feature phones and mobile broadband devices.

The report suggests that with the right modeling and analysis of mobile web usage, operators can understand the metrics for profitability and investment which lead to reduced annual CAPEX and OPEX costs.

For every 10 million data subscribers, \$1.5 billion can be saved annually for Long Term Evolution or 'LTE' networks and over \$5 billion for High Speed Packet Access, or "HSPA," networks leveraging a cloud-based data optimization architecture.

The study conducted by Novarra further found that cloud-based mobile data optimization improves profitability for network operators by reducing delivery cost per megabyte, from \$0.026 to \$0.013, on HSPA and EV-DO and servicing 2-3X more data traffic and subscribers with given network infrastructure. It also enables cost-effective video services for portable devices and smartphones, improves consumer experience through faster load times without buffering delays and defers costly network capacity upgrades by 18 months for HSPA networks, the report claims.

Novarra deployed a comprehensive data traffic model developed using industry statistics and projections as well as usage data from smartphones and other mobile devices to complete the analysis. It emphasizes that by customizing parameters including device mix, data and video usage forecast, network throughput, and equipment costs that are specific to each service provider, a precise financial impact scenario can be generated. The study can be helpful for network operators in determining how best to allocate funding and resources to profitably address the data traffic tsunami.

According to Greg Johnson, a representative at Novarra, profitability from mobile internet growth is being threatened by network congestion and the escalating cost of data delivery. Johnson noted that Novarra created this model because it recognized that simply upgrading the radio access network is not a timely or cost effective solution to handle exploding consumer usage patterns, and it is imperative that operators take steps immediately to manage over the air data traffic, beyond the network core, which has traditionally been difficult and costly.

In February 2010, Novarra announced to [introduce](#) its new "oneweb" service, designed to provide a personalized Web experience with thousands of apps.