The critical communications market is open for business

Lucrative opportunities for mobile network operators
Mobile Network Operators (MNOs) have traditionally grown because of increased consumer and enterprise mobility and consumption of services. MNOs seeking further growth are considering new revenue streams. One attractive proposition is to offer critical communications in the form of broadband services for public safety and other demanding professionals.

**Who uses critical communications?**

The main difference between regular consumers and the users of critical communications is that the latter use groups, almost always communicating among pre-defined teams of people, with the control room and their dispatcher. They need to reach the team as soon as they press the “push-to-talk” key and also need their communications to be available and secure at all times.

Critical communications users include police and other public safety professionals. For them and for the people they protect and serve, communications can be a question of life or death.

Certain businesses also need critical communications, such as public transportation, energy companies and airports. These business critical users aim to maintain a critical infrastructure and safeguard significant economic value.

Public safety and other professional users also all value the efficiency and effectiveness of operations.

**Technologies for critical communications**

Until recently, critical communications services were based on dedicated networks and specialized digital technologies, such as TETRA, Tetrapol and P25. Many professionals also still use analogue technologies.

Critical communications services will eventually be based on 4G/5G technologies. The technology base of broadband critical communications is the same as MNOs’ existing 4G/ LTE networks and of 5G in the future. Hence many organizations using critical communications services are looking to mobile operators to supply them. This is already a reality, and cases such as the Emergency Services Network (ESN) in the UK, FirstNet in the US and SafeNet in the Republic of Korea showing that mobile operators can develop new business opportunities.
Airbus - the valuable partner for MNOs

Airbus has been a leader in the critical communications market for more than 30 years. During this time, critical communications solutions have seen great changes in technology, but the basic customer needs – special operational models, extreme service availability and uncompromised security – remain unchanged. Throughout, Airbus business in this market has been successful.

Nationwide public safety networks are typically shared by several organizations and form the basis of mobile communications and field command of public safety operations. A good example is the BOS network in Germany, the world’s largest public safety network. Airbus is the trusted critical communications partner of many governments around the world, building partnerships that often last 20 years or longer.

Business critical customers include Saudi Aramco, the world’s biggest oil company, Kepco, Korea’s top energy company and numerous metro lines in China. Every year, more than 600 million passengers travel through airports that rely on Airbus critical communications solutions. All business critical customers value uncompromised reliability and a trustworthy partner.

More than 200 critical communications networks in 80+ countries have been delivered by Airbus, which also offers a wide portfolio of devices, applications and services.

Critical communications services can provide revenue streams and new customers for MNOs. To serve these demanding users, operators need a deep understanding of their needs, as well as offering specialized critical communications solutions. This calls for a partner that understands the market and can offer the required solutions.

The decades of work in this market have given Airbus a deep understanding of the needs of critical communications users, and the company also has a portfolio of solutions that can be integrated with MNOs’ networks. Working with Airbus, MNOs can make the most of the opportunities in the critical communications market and write a new chapter of success.

Key elements for success

Many public safety organizations are looking for mobile broadband solutions to support bandwidth-hungry mobile applications and new smart devices. A typical method is to adopt a hybrid solution, complementing an existing narrowband network with mobile broadband services. A quick and affordable way to do this is to use the services of mobile operators.

Organizations can take advantage of broadband services, mobile applications and smart devices through Airbus’ Tactilon® Suite. One of the Suite’s solutions is the Tactilon Agnet, which allows smartphone users to use professional group communications services over broadband networks. It allows existing critical communications users to extend the secure push-to-talk (PTT) services onto MNOs’ networks that support standard smartphones.

Tactilon Dabat is a hybrid device, incorporating a full-functioning TETRA device and a secure smartphone. Tactilon Management enables the provisioning of mission-critical organizations, groups and users in both existing critical communications networks and for MNOs’ networks.

Using Tactilon Suite solutions, Airbus customers have extended their service portfolio with broadband capabilities and introduced new, smart devices. Co-operation with MNOs is a key element for success.

For more information on how Airbus can help you serve the critical communications market, use the form at www.securelandcommunications.com/contact-us
Become a partner to Airbus and open new opportunities in the critical communications market

- Use our expertise gained in over 30 years of major projects across the globe
- Networks provided for both mission-critical and business-critical customers
- Complete portfolio of critical communications solutions

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