



The critical communications market is open for business

Lucrative opportunities for mobile network operators

AIRBUS



The critical communications market is open for business

Critical communications users have very demanding needs, but offer 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.



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 Agent, 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.

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, Kepeco, 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.

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

For more information on how we can help you serve the critical communications market, use the form at www.securelandcommunications.com/contact-us

AIRBUS

The contents of this document are copyright © 2018 Airbus. All rights reserved. This is not a contractual document. A license is hereby granted to download and print a copy of this document for personal use only. No other license to any other intellectual property rights is granted herein. Unless expressly permitted herein, reproduction, transfer, distribution or storage of part or all of the contents in any form without the prior written permission of Airbus is prohibited.

The content of this document is provided "as is", without warranties of any kind with regards its accuracy or reliability, and specifically excluding all implied warranties, for example of merchantability, fitness for purpose, title and non-infringement. In no event shall Airbus be liable for any special, indirect or consequential damages, or any damages whatsoever resulting from loss of use, data or profits, arising out of or in connection with the use of the document. Airbus reserves the right to revise the document or withdraw it at any time without prior notice.

Tactilon® and Tetrapol are registered trademarks of Airbus and Tactilon Agnet and Tactilon Dabat are trademarks of Airbus. Other product names and company names mentioned herein may be trademarks or trade names of their respective owners.

For more information please contact
Airbus Defence and Space
Hiomotie 32
00380 Helsinki, Finland
T: +358 10 4080 000
e-mail: marketing@securelandcommunications.com

MetaPole
1, boulevard Jean Moulin
CS 40001
78996 Elancourt Cedex, France
T: +33 (0)1 61 38 50 00

Airbus Defence and Space
Wörthstraße 85
89077 Ulm, Germany
T: +49 (0) 731.392-0