TOWER SHARING BENEFITS
by Thivanka Rangala, CFO, edotco Group

Towercos and the business of towercos are diverse and expansive in nature. Towercos bring about efficiencies through the sharing of infrastructure and also via the optimization of operations and maintenance processes. Current business scenarios are increasingly driving the need for efficient infrastructure management. Infrastructure is by far one of the biggest CAPEX outlay for telecommunication companies and managing this is required at all levels.

Tower sharing reduces barriers to entry for new operators, as it removes the need to put up a network of towers from scratch. This reduction of cost is substantial and can account for more than 60 per cent of a typical network rollout cost.

For established operators, sharing towers help reduce the cost of network operations and help them achieve market coverage effectively and fast. Operators can also avoid duplicating costs while extracting maximum benefit of scarce resources.

Standardization of operations and procedures play a vital role in reducing costs and time. As a market leader, you have the opportunity to be the first mover in infrastructure sharing and co-location, whereas if you are a new market entrant, apart from securing a portfolio of value, you would need to start a harmonization process prior to getting efficiency.

Every country is at different stages of adopting telecommunication technology that works within their own limitations and boundaries. The growth potential in individual markets varies, and understanding this, provides headway for towercos as they continue to support each country in their telecommunciation needs. In countries such as Bangladesh, telco operators have adopted the infra-sharing concept to allow more effective and efficient collaboration throughout the country. Cambodia, albeit at the infancy stage with telecommunication network is currently introducing 3G and in the near future 4G, is keen on the infra-sharing idea. Other countries in Asia such as Sri Lanka have already progressed to 4G and have taken up the infra-sharing concept well ahead of its regional peers.

A competent infrastructure-sharing provider is built on providing a holistic experience, which combines the best-in-class services with holistic operational experience in a single service offering that is guaranteed to benefit any potential partner keen on rolling out an operational network.

A provider that can support the telecommunication industry in various countries and in different stages of growth, be it 2G, 3G or 4G requirements is key to an overall smooth-running MNO to derive maximum benefits on the infrastructure front.

Meeting the evolving demands of the industry that will in turn translate into creating value for the end consumer is a never-ending cycle and is integral for growth. Our goal is to continue to provide robust connectivity amidst persistent challenges while maintaining continued innovation.

All in all, as the telecommunications ecosystem matures, innovation and improving efficiency are crucial to overall and continued exponential growth. Factors such as CAPEX, high levels of competition and significant fixed costs are inevitable yet moves MNOs to rely on towercos that support this shift of focus and efficient management of resources. Hence it is imperative to choose the right partner that is dedicated to making the transition of each telecommunication phase seamless.

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