

# Supporting Mobile Data Services

Realizing Opportunities for Mobile Operators in Bangladesh



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Bangladesh is widely considered a high-growth market where consumers will increasingly have access to mobile data. Leading operators provisioning mobile Internet access are looking to take advantage of its brand and stimulate growth by diversifying its data offering – currently limited to messaging and access. Operators are undoubtedly planning to launch a mobile marketplace with the commercialization of 3G, provisioning access to online shopping malls, social networking applications, mobile TV and vehicle tracking (to name a few).

There are only a few IT professionals in Bangladesh with the expertise or experience required to manage sophisticated mobile data solutions. Even fewer of these new service initiatives have been successful, especially offerings such as mobile banking, P2P fund transfers, and news & market alert services. The goal with these services should be to make the day-to-day lives of the mass-market consumer easier, and are also contributing to social and economic development on a wider level.

While investors and subscribers are pushing mobile operators to innovate and bring more services to their phones, corporate organizations now require real-time tools capable of providing insight and actionable information at just the right time. Increasingly, their competitive advantage and customer value will come from gathering market information from a wide array of sources, including social networks and web-based analytical tools. This presents an immense opportunity for mobile operators.

Data services are central to this by helping mobile operators to manage Big Data, expand network reach and improve user experience. Mobile operators should thus consider leveraging Managed Data Services with extensive metro and access national footprint. This would empower them with enhanced capabilities and provide more reliable services to their both their rural and corporate subscribers.