



Mobile Coverage Improvement Program - Summary

Proposal
Version 1.1

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Community Toolkit

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Mobility is a Necessity

We all live in the information age. Mobility brings this information to where we need it when we need it. We are also creating more and more content through the converged functions of our mobile devices. Taking pictures, recording measurements and collecting data, as we move around our landscape. Mobile devices coupled with network access, onboard applications and relevant content has transformed the way we live and work, regardless of where we are located.

We have only begun to scratch the surface of how we can use mobile technology in regional areas. The ability to access information instantly to help rectify issues, clarify circumstances, receive warnings and gain a better perspective of the land and how we work it, will drive a more efficient and productive regional Australia. In a country where distance is a tyranny mobility is a necessity.

Common Issues

The very things that make regional Australia an attraction also impacts on the ability to achieve effective mobile access where it is most needed. In the most remote regions of the country services simply do not exist. And if they do, they are subjected to limiting factors created by the technologies utilized to deploy the services. The irony is that in parts of Australia where mobility offers the best advantages it is limited by the difficulties in delivering such services.

In other parts of the country the beautiful undulating vegetated landscape plays havoc with reception and coverage. The developmental sprawl of some country towns has also created issues with signal strength issues. Couple this with the evolution of the smart phone, changing usage from voice to data interaction and the location of mobile towers deployed to support 2G services are now proving problematic.

Large parts of the regional coverage picture is also predicated on the utilization of in-car mounted phones connected to signal boosting aerials. Mobile culture today is all about hand held usage. Today's mobile is more likely to be in a handbag or clothing pocket, leading to reduced accessibility.

Clarifying Deficiencies

Often reports of deficient mobile coverage in regional areas are anecdotal. It can be the case of “it works in town but fades like the street lights as you move out”. Major transport routes have been given significant attention in recent times but often do not lead to better services for the adjacent properties as signals are shaped along the roadways.

Most Mobile Network Operators have a good sense of where the “holes” are and areas of fluctuating signal strength. A good place to start is by talking to your local operator. Another option and one highly recommended by Optimi Digital is to use a network application such as Mobile Pulse™ distributed here in Australia by Market Clarity, to measure the effectiveness of access across your locality.

This can prove a more accurate means to identify where geographic deficiencies exist and help to guide an Operator on the best location for a new site. Visit www.optimidigital.com.au to find useful tools and guides to help you undertake an improvement program for you area’s mobile cover.

Community Co-investment

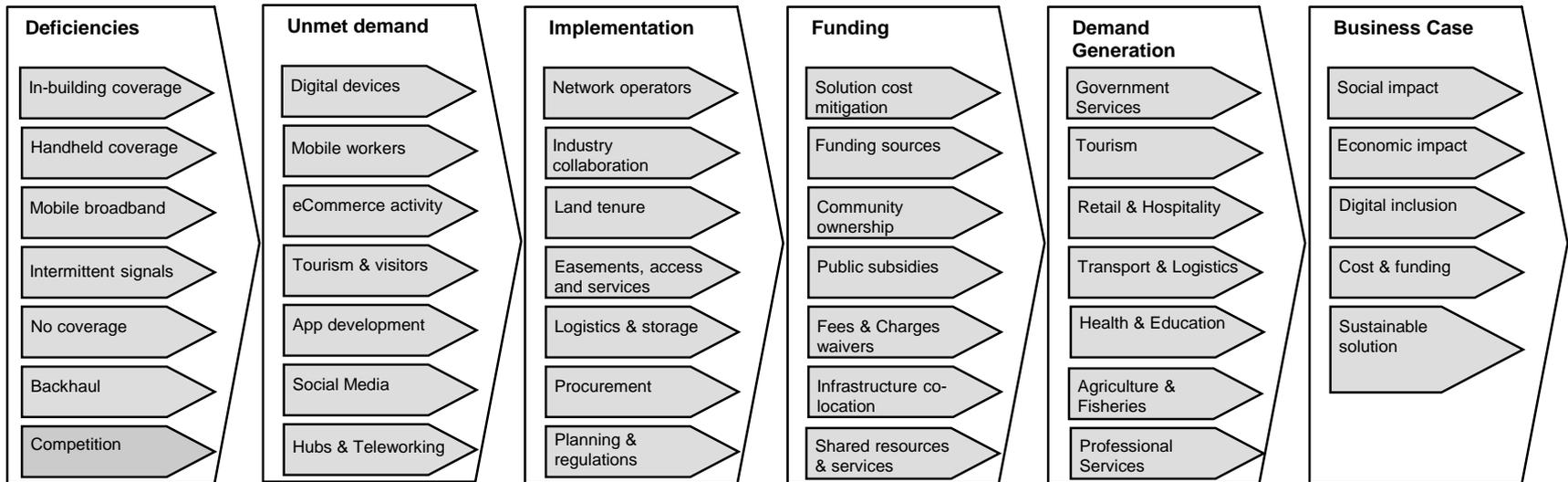
Many communities feel helpless in trying to get improved mobile coverage. They often rely upon Government subsidy programs, to gain some form of improvement. These funding programs are often limited to helping the most needy or highest priority sites. Optimi Digital has developed an alternative approach based on the leveraging of co-investment between the community, Network Operators and even Government, to build a business case for investment for improved coverage.

In many cases Network Operators will have an idea of what it would cost to achieve the necessary coverage improvements and the level of investment that they are willing to contribute towards this. This will often leave a funding gap that a third party needs to fill, hence the Government programs. Co-investment offers a means to mitigate costs for a Network Operator, thus closing the funding gap. Many communities are oblivious to the level of co-investment they can facilitate and therefore do not realize how close they may already be to securing necessary mobile coverage improvements. Visit www.optimidigital.com.au to access a copy of our co-investment guide.

Optimi Digital has developed a business planning framework to assist communities to assess and then plan for the improvement of their mobile coverage.

Mobile Coverage Improvement Program

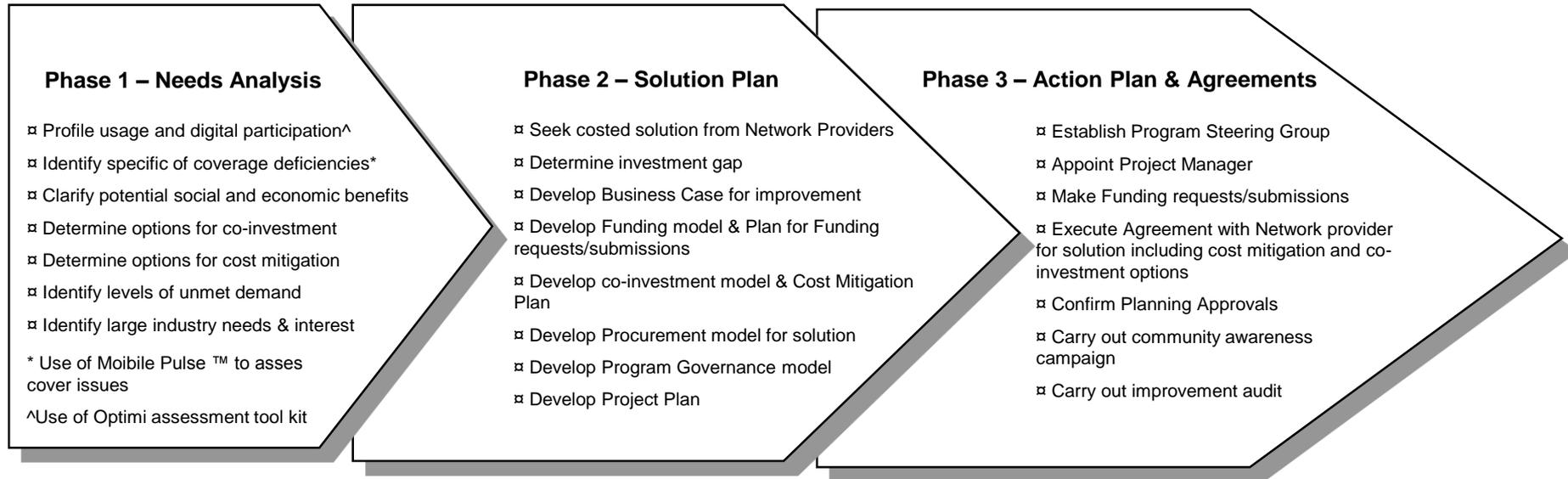
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Optimi Digital's framework is applied in three specific stages. Each stage is designed to lead the community to develop a customised solution that focusses on their specific needs. Optimi Digital believes that this is a more effective approach than assimilating elements of a strategy or plan that has been devised for another location.

A modular approach

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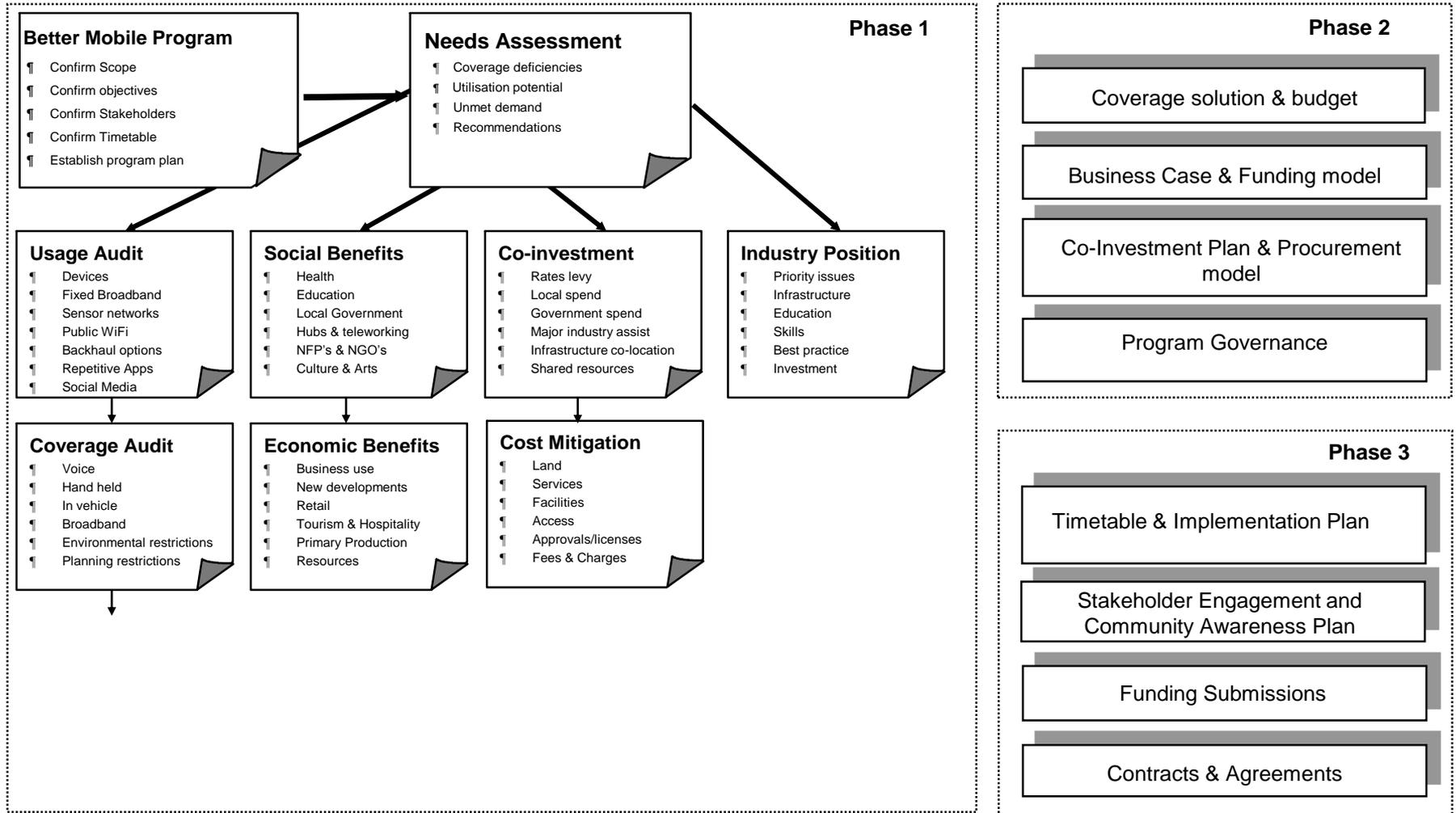


Optimi Digital can deliver the entire framework on behalf of a community or region or it can guide a local implementation body through the process. Elements of the framework can be removed, amended or augmented to reflect the specific needs of the location.

The Framework is designed to lead a community through the key steps necessary to identify the nature of any mobile coverage deficiencies, build a justifiable case for improvement and then develop a realistic solution plan that leads to the desired improvements.

Deliverables

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Should you wish to discuss further any details of the Optimi Digital framework for improving mobile coverage then feel free to contact us.



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