

## Tata Elxsi to invest in broadband wireless solutions using TV whitespace and unlicensed spectrum

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Nitin P. Pai, vice president - Marketing of Tata Elxsi

**Telecom Lead India:** Tata Elxsi, a provider of solutions and services for 4G broadband wireless, will be investing in exploring broadband wireless solutions using TV whitespace and unlicensed spectrum.

Tata Elxsi is also looking at tapping India for small cell software segment. Tata Elxsi currently has around 400 engineers in India and two development centers in Bangalore and Chennai.

Nitin P. Pai, vice president - Marketing of Tata Elxsi talks about the company's LTE offerings and business model.

What are your new and innovative product and services?

We are working on advance features such in Release 9, Release 10 upgrades, Relay products to support growth of Wireless backhaul. We are also investing in exploring broadband wireless solutions using TV whitespace and unlicensed spectrum.

What are the opportunities in the LTE market?

Opportunities in LTE lies in the commercial market where we see a large growth in the Small cells industry addressing from Home, enterprise, rural and urban segments. Also in adjacent areas such as defense and Machine to Machine communication.

What is your go-to market strategy?

Tata Elxsi has a string of partnership within the broadband wireless eco system, were we partner along with Chipset vendor, Hardware vendors to address the requirement of the OEM/customers

How will Tata Elxsi's LTE Small Cell software suite benefit the telecom sector?

There is a strong growth in Small cells industry addressing from home, enterprise, rural and urban segments. There is a sheer variants and variety that the vendors have to manage the requirements, and these segment are very cost sensitive. Tata Elxsi provides complete small cell software suite, that enables OEM/ODMs to immediately productize and reduce their time to market and development cost. The suite provides scalability and flexibility of platforms helping them reduce complexity of managing different software bases for different products. Tata Elxsi small cell reference solution is fully 3GPP and small cell forum compliant.

Please highlight Tata Elxsi's LTE Business Model?

Tata Elxsi suite of reference designs and protocol stacks for small cells and LTE UE can be licensed on multiple platforms. The license covers platform optimized and platform independent delivery. The software can be accessed in both source and binary form. The business model couples IP license along with world class professional service to ensure development and deployment success with minimize cost and risks.

Please throw some light on your LTE Professional Services?

Tata Elxsi has been working with leading wireless infrastructure OEMs for over 15 years, offering product development services as well as reference designs across wide variety of wireless technologies. Tata Elxsi's services includes system engineering, design and development and system integration and testing.

System engineering - With system level experience and industry leadership position in wireless broadband technologies, Tata Elxsi helps customer in system architecture and platform selection based on use cases, software development and partitioning, hardware development and integration of third party components.

Software development - Tata Elxsi offers Product Conceptualization and Rapid prototyping, Software development, customization, integration & testing, RF integration and IOT, Pre-Certification / Certification support, Product Re-engineering & Platform migration, Maintenance & Sustaining engineering.

System Integration and Testing - With end-to-end system knowledge, Tata Elxsi provides system integration at various levels, L1-L2 Integration, L1-L2-L3 Integration, L1-RF Integration and overall system Integration (Digital IQ and RF). This is complemented by Interoperability testing with access (UE) and core (EPC) elements.

[editor@telecomlead.com](mailto:editor@telecomlead.com)