

# Mobile and Fixed Wireless Access for Broadband Applications

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Robin Bailey is Head of the Decision Systems Group at Analysys Consulting and has commercial responsibility for the STEM business-modelling software for networks. Under his leadership, STEM has become the preferred platform for in-depth analysis of network costs and profitability for global players such as Ericsson, Siemens and Cable & Wireless. Robin has been the chief architect of STEM, drawing on his skills in econometric modelling and software design, and years of experience as a telecoms consultant. He has a first class honours degree from the University of Oxford.

Robin has regular contact with service providers and equipment vendors, understanding their requirements and developing solutions. This up-to-the-minute insight allows him to guide further software development, enhancing the functionality and flexibility of STEM to meet the long-term objectives of the industry.

His latest model initiative, to examine the costs of migrating voice and data services to a common NGN platform, follows models commissioned to address various topical issues including ADSL, MAN, 3G and WLAN. These models are available on request via the Analysys web site.

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