

## 'OpenRAN is our identity' – Analyst Event Highlights

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As Mavenir is transforming and disrupting the market at a rapid pace, we paused to update key analysts on the latest and upcoming innovations.

The relentless focus on redefining the mobile network economics is more urgent than ever as mobile operators are under growing pressure to meet ever-increasing capacity demands and grow service revenue, all while containing and reducing costs.

Analysts were able to see new cost reduction services such as Mavenir's [5G Core](#), showcasing [how virtualization is paving the way to 5G](#) future networks. In addition, the audience previewed revenue generation services such as Mavenir's RCS Business Messaging, Sponsored Data, and Security Solutions.

*Jon Arnold: [@arnoldjon](#)*

*Great topic here at [#maveniranalystday](#) - Marie Casey talking about [#fraud](#) and [#security](#) - it's a real strength of [@Mavenir](#), and carriers really need this. [#5G](#) [#mobility](#) [#ucoms](#) [#Wireless](#)*

Attendees also had the exclusive opportunity to visit the BT Tower (not open to the public) for a demonstration by BT of 'the first compelling case for [Virtualized RAN](#) in the UK' with Mavenir and BT. The joint vRAN demonstration featured Mavenir's Neutral Host vRAN small cell solution that offers integration with any network and provides short-range spectrum at a higher frequency. [[Download Report](#)]

*Phil Kendall: [@philkendall\\_SA](#)*

*"OpenRAN is our identity" Marko Babovic outlining Radio strategy at [@Mavenir](#) analyst conference. Follows on from great demo of neutral host OpenRAN with [@BTGroup](#) yesterday.*

[John Baker](#) continued Mavenir's key message updating on the development of virtualized and open RAN, describing the [potential for a major shakeup](#) in the vendor landscape with open interfaces, platforms, and ecosystems. By eliminating vendor lock-in, the industry is going to see a lot of new innovation and new vendors in this marketplace - Mavenir is ready!

In addition to the BT site visit, Mavenir featured a demo on the [award-winning 5G Core](#) and network slicing and presented the expanding mobile business capabilities in real-time to the group.

*John Delaney: [@john\\_p\\_d](#)*

*Mavenir CMO Stefano Cantarelli, on the potential of continuous software lifecycle in telco network operation: "once it's working, don't touch it" is a mindset that must change, [#maveniranalyst](#)*

Mavenir is redefining mobile network economics and is poised to disrupt the traditional equipment providers while helping operators succeed and deliver value in the 5G age.

Mavenir continues to drive the market forward and will update again in the fall with the newest innovations.

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