Ian Beeby—Business Consulting

Ian Beeby has over fifteen years' experience in the telecommunications industry, specialising in network deployment planning and strategy, following a successful career in the defence industry. A key skill that is frequently sought after by clients is his ability to see the 'big picture' and step back from the detail of a problem to work out the most effective approach for the business. This, coupled with a strong analytical ability and a deep technical knowledge, enables him to tackle the real problem to an appropriate level of detail.

As Managing Director of Peak Intelligence Ltd he was appointed as a technical advisor to a government in Asia Minor and has been providing support to the government as it seeks to drive an improvement in the performance of the privatised PTT. He is currently supporting a European high-speed train company in its development of on-board internet for passengers and a bottom-up modelling project for a European regulatory authority. He has recently completed a high-level design for a national fibre-based network in a former CIS country and has supported a group of investors exploring new network opportunities in the former Soviet Union involving fixed and mobile technologies. Peak Intelligence has also been selected by Network Planning Systems Inc. of Ottawa, Canada, to provide technical support and business development assistance in the EMEA market region as it develops its network planning tools and services portfolio.

Ian was with WFI Consulting (formerly Questus Limited) between early 1999 and late 2003. He was promoted to Director in December of 1999 and was on the board of Questus when it was acquired by WFI in 2000. He joined Questus from Nortel Networks where he was a Senior Manager specialising in network planning and traffic optimisation. Ian spent over ten years with Nortel in a variety of roles including Manager of the Network Planning Group at BNR and as a Senior Manager with Cogent, Nortel's telco consulting group, establishing and leading a team of engineers advising on investments in the range $200-$500 million.

As an experienced people manager Ian enjoys developing the skills of individuals within a team and working through others to achieve results whether the team consists of other consultants or client employees. He is non-executive technical director of Loop Scorpio Ltd, a start-up company based in Gloucester providing wireless broadband internet services. Loop Scorpio was awarded a Licence under the Telecommunications Act in March 2003.

He has presented papers in the area of broadband communications to trains, rural broadband, interconnect optimisation, network planning and the integration of Wireless LAN and 3G networks.

His specialist telecommunications experience includes:

- network and business strategy

- regulatory work

- network procurement and cost reduction

- network planning (fixed and mobile) including interconnect optimisation

- training and development of network planners

- technical audits, reviews and analysis

- business case development

- development of network planning techniques to assist in the analysis of large network problems and cellular radio and fixed radio access network optimisation

- integration of new technologies into existing networks

Representative Experience

- For a European train operating company, Ian is providing technical assistance in the development of an on-board internet service for passengers.

- For an Investor group, Ian was responsible for performing two phases of technical due diligence on a start-up wireless broadband operator based in the UK. The work included a review of the technology selected, the deployment strategy and confirmation that certain key suppliers could meet the requirements for an effective cost and quality-optiumised deployment.

- In support of a group of investors, Ian is provided technical advisory support in the acquisition and development of a new telecommunications operator in Europe.

- In support of a new telecommunications operating company, Ian led a team to prepare a high-level network design and evolution plan for a nationwide network in central Asia. The work involved the consideration of three independent business streams for the company.

- For a start-up company developing a novel RF subsystem, Ian provided support in developing technical and market positioning for the product, the preparation of technical white papers and with the development of a trials programme.

- For the **Government of Armenia**, Ian supported the team of lawyers negotiating a settlement with the incumbent operator following court proceedings at which he was an expert witness.

- For the **Government of Armenia**, Ian was technical lead for a senior team providing evaluation of the performance, strategy and development of the recently privatised PTT. This work included providing briefings at cabinet minister level and expert witness testimony.

- For **Hi3G Access AB**, Ian acted as Technical Programme Manager for the selection of a vendor for the network. In this activity he was working closely with the corporate procurement manager and the Chief Technical Officer. This role required close liaison between technical and strategic activities as well as the vendors to ensure that the long-term goals of the client were met.

- For **Telfort BV** Ian was strategic and technical advisor to the senior manager responsible for network design and roll-out during 1999 and 2000. He was responsible for project management of a new service deployment requiring inter-operator liaison (an enhancement to national roaming) and led the development of a traffic-engineering based review of network capacity and interconnection strategy. He was also responsible for design and programme management of a Voice-Mail platform expansion to double the capacity, including implementation of a resilient distributed system.

- For **Eircell** (now Vodafone Ireland) he delivered the technical content for a successful spectrum allocation bid for GSM-1800. This included development and articulation of a new services strategy and co-ordination of network capacity and infrastructure cost analyses.

- Ian was the technical lead for **Bell Canada International**'s first mobile network venture in China. As part of this project he was responsible for developing network models and estimating equipment costs and roll-out strategies. In order to help the Board understand the factors that have an impact on business decisions, he developed a business model demonstrating the behaviours of the key cost drivers.

- For an **investment bank**, Ian performed a technical audit of the design and implementation of four city and regional GSM networks in India. The audit was required to validate investment decisions and provider the investor with a view of the quality and competence of the network design and of the evolution planning.

- For **Song Networks AB** in Sweden he led a project aimed at achieving substantial savings in the cost of developing and operating the network. The project focussed on using a novel approach to procurement of customer premises equipment and savings of around 35% in on-going capex were identified.

- For a major **European defence contractor**, Ian was called upon at short notice to provide technical advice on the performance of a mission critical radio link in an active theatre. Following the presentation of his report, the contractor initiated corrective actions and the system availability and reliability was significantly improved.

- For **Versatel NV**, he led a strategic technical review of their backbone and access strategy. This included analysis of the technical and operational issues surrounding the management of a combined backbone and access fibre infrastructure, together with a business case analysis of access technologies.

- For **Talkline Benelux BV**, Ian provided strategic guidance on the development of ISP and Public Voice Switching businesses. He led the technical strategy and a tender process to select partners and sub-contractors for both businesses.

- For **Talkline GmbH** in Germany, Ian managed the network planning and procurement process for a backbone transmission network. As part of this exercise, he was responsible for the requirements definition and for presenting the business case to executives. He was also responsible for SDH network design and dark-fibre supplier selection.

- For **Ionica PLC**, a UK wireless operator, he developed an enhanced network deployment planning process to improve time to market and provided strategic consultancy to senior managers and training to the network planners in traffic engineering.

- For **Infostrada SpA** in Italy, Ian managed the network planning component of a study to develop a strategy for interconnection with the PTT following deregulation. He developed a model to analyse the sensitivity of the total cost of PTT interconnect to various tariff variables. The model also provided the operator with a first-level design tool for the interconnection between the two networks.

- For the managed services division of a **UK telco**, Ian investigated the relative merits of VPNs compared with bespoke PBX solutions. This involved determining the business case by reverse engineering the existing customer network and remodelling it using alternative technology.

Prior Professional Experience

Director in the Business Solutions Group of WFI Limited, leading teams of technical consultants on major projects in Europe and being responsible for sales coordination between 1999 and 2002. Appointed to the board of Questus Limited in December 1999, prior to its acquisition by WFI in August 2000.

Senior Manager within the Nortel Network Design and Delivery division responsible for delivering network and business consultancy to Nortel clients and due diligence for Nortel's customer finance division.

Senior Manager responsible for establishing the network planning consultancy business of the Cogent Telco Consulting group (then part of Nortel Networks).

Manager of the Network Planning group of BNR Europe (Nortel), responsible for developing network planning techniques for GSM and fixed networks including switch and transport applications. He was responsible for developing the group into a recognised centre of expertise for traffic engineering and deployment planning. During this time he delivered network plans for several national and international network deployments including E-Plus (3rd German digital mobile licence), Energis (UK), Preussen-Elektra Telekom (German national SDH network), China Unicom (Shandong Province GSM network, China) and fixed radio acces deployment plans for several provinces of the Phillipines, India and South Africa. He led the development of product capacity planning for the narrowband fixed radio access technologies being developed by Nortel in the mid-1990s. He grew the team from three to eight engineers and supervised several MSc projects for student secondees.

Senior Research Engineer in the Antenna Group at STC Technology Limited (now Nortel Technology), responsible for systems design and integrity evaluation for a UHF tactical secure communication system, the development of a GPS adaptive antenna array for system trials, the development of a computer modelling program for airframe scattering analysis for a tactical

communications system and technical content of a joint feasibility study with two other companies on a capital ship communication system

Engineer in the Electronic Warfare Technology Group of the Defence Science and Technology Organisation, Adelaide, South Australia where he worked on the development of microwave and mm-wave electronic warfare systems.

Research Engineer at the GEC Marconi Research Centre (now BAE Systems). Responsible for the development of computer aided antenna measurement facilities including a field-test set for the CAA using near-field measurement techniques (paper presented at the QMC Antenna Symposium in 1986). He developed antenna measurement software for the indoor near-field antenna range and his software was put to use on all antenna ranges. In addition, he worked on antenna design and radar cross-section analysis. A patent application was submitted in 1986.

Academic Background

LLB (Hons), The Open University, 2005

BSc (Hons), Physics with Electronics, The University of Southampton, 1984

Fellow of the Institute of Physics (2006), Chartered Scientist (2004), Registered with FEANI Group 1 (Eur. Ing.), 1991, Chartered Engineer (1991), Chartered Physicist, Member of the Institute of Physics (1990), Member IEEE (1988).

Member of the Post-graduate Industrial Steering Committee at the University of Aston Department of Electronic Engineering and Applied Physics since the mid-1990s.

External Examiner to the University of Aston Department of Electronic Engineering and Applied Physics from 1997-2001.

Other Interests

Committee member of the Physics and Law Group of the Institute of Physics since October 2006.

Chairman of the Open University Law Society from February 2005 until June 2006. Founder of the OULS web site (http://ouls.org).

Member of the Institute of Physics Midlands industy liaison committee. Volunteer with the IoP/Schlumberger Lab in a Lorry project. Science and Engineering Ambassador to schools.

Volunteer at the Derby Law Centre since January 2004. Webmaster of the Derby Law Centre and East Midlands Law Centre Partnership web sites and responsible for delivery of e-mail to the Derby Law Centre staff. Currently working on establishing a trading arm to provide additional funding for the Law Centre activities and assisting with the help-at-court legal advice clinic for reposession claims.

Registrar of the Bristol Owners' Club (http://boc.net) since December 2003.

Languages

English	Mother tongue
French	Conversational

Contact Details

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