

Customer Delight

Strive for Excellence

Unrelenting Integrity

Respect for Individual



# COMPANY PROFILE



**Cognitel**

Consulting | Training | Research

# Company Background

## Business Groups

- **Technical Services Group**  
focuses on Technology and Products consulting, training and research
- **Business Services Group**  
focuses on Business and Management consulting, training and research

- Founded in 2009
- Focused on providing high value Consulting, Training and Research Services for Information Technology and Telecommunications Sectors
- Funded by a US Venture capital firm (2 rounds)
- Working with Fortune 500 clients across 3 continents
- Partnerships with leading Universities in India and US

## Customer Segments

- Telecom Operators, Equipment Providers & Service Vendors
- Telecom & IT Development and Testing companies
- Telecom Research Firms
- Govt. Organizations and Education Institutes
- Engineering & Management Graduates

# Leadership Team



## Rajeev Kabra (Director & CEO)

- An MBA from IIM Calcutta & BE in Computer Science from BIT Ranchi.
- Has more than 20 years of experience with organizations like Tata Motors, Wipro Technologies and IBM.
- Has held senior leadership positions in companies like Wipro and IBM. led IBM's Strategic Outsourcing Business for India/ South Asia for the General Business segment where he has personally structured long term outsourcing contracts.



## Arvind Jain (Director & COO)

- B. Tech. in ECE from NIT Hamirpur (HP) and MBA from Symbiosis, Pune.
- Has more than 15 years of Training and Project Management experience with companies like Nokia Siemens Network and Ericsson.
- Has trained telecom professionals in countries like India, Indonesia, Thailand, Malaysia, Romania etc. and was awarded the best trainer in Nokia Networks in the year 2001.



## Kapil Sharma (Director)

- An MBA from IIM Calcutta and a B. Tech. from Thapar Institute of Engineering and Technology.
- Has over 20 years of experience with organizations like HCL-HP and Nokia Siemens Networks.
- Has held leadership positions in Sales & Marketing in Asia Pacific, Latin America & North American regions for NSN



## Gurpreet Singh (Director)

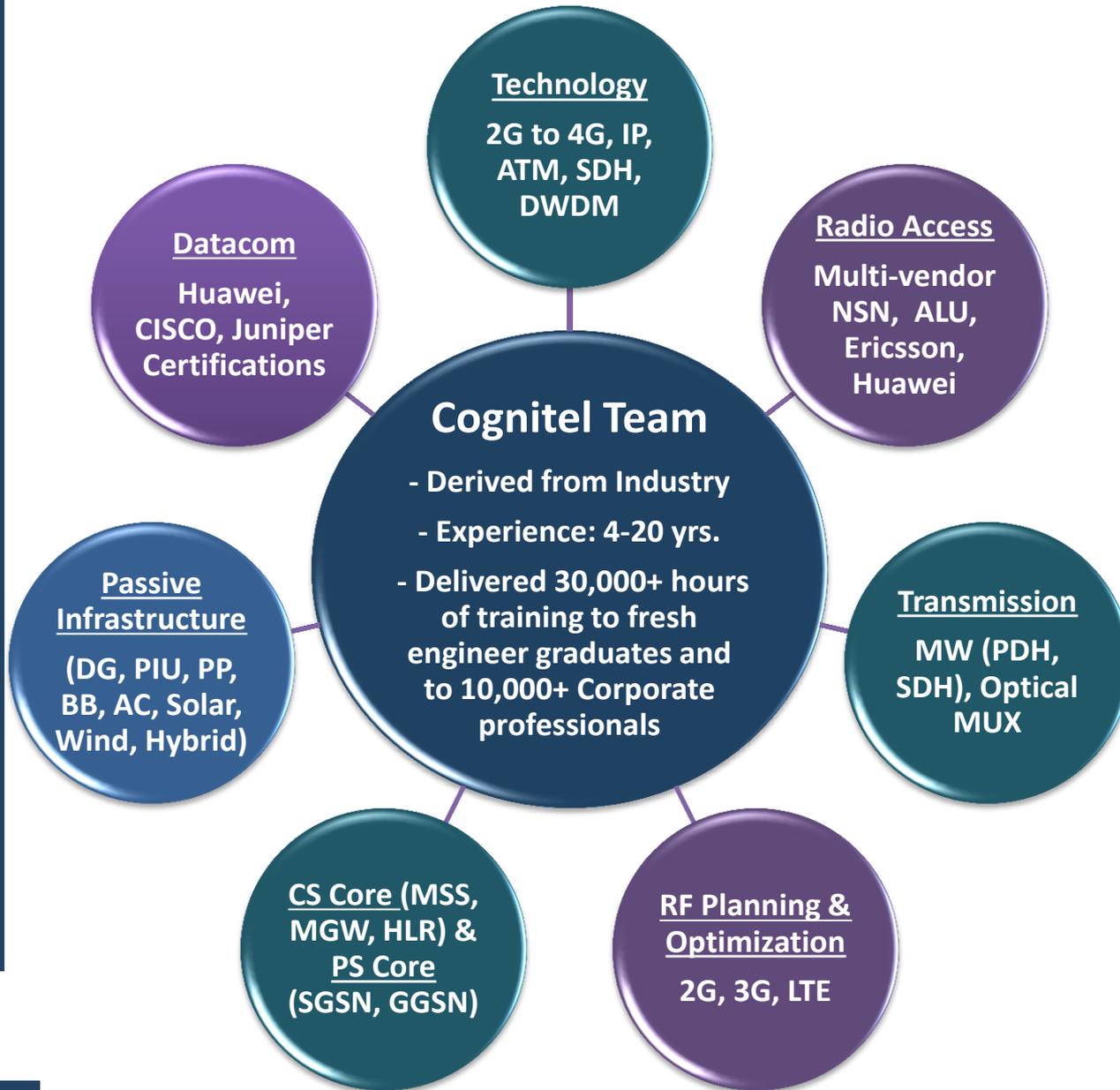
- A B. Tech. from IIT-Delhi & holds dual master's degrees in Computer Science and Industrial Engineering from Montana State University.
- Having over 20 years of experience, he is currently the President and CEO of Edifecs (Health Care Industry) in US.
- Has been honored with multiple awards, including the 2011 Ernst & Young Entrepreneur of the Year award for the Pacific Northwest.



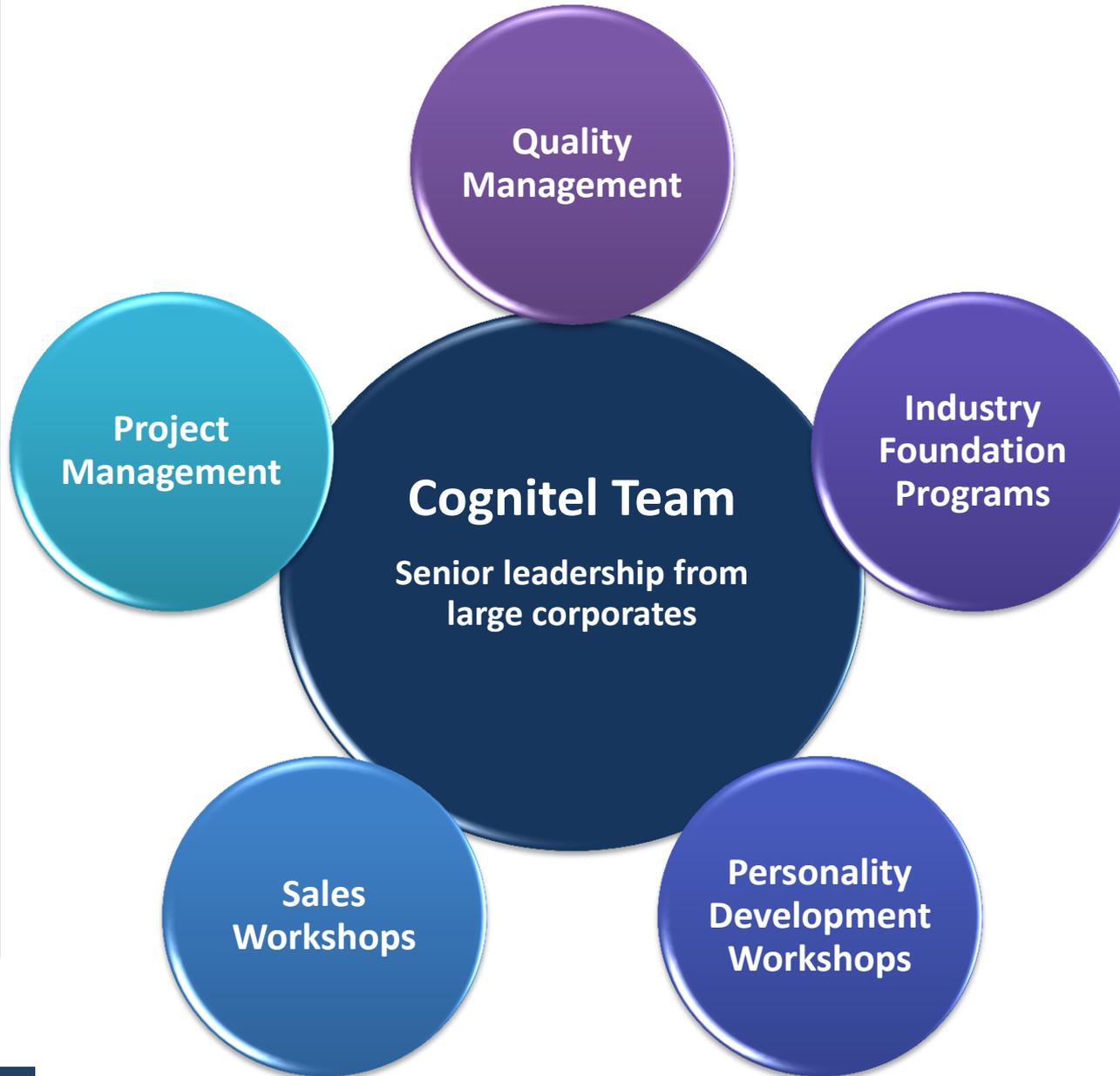
## SK Acharya (Director)

- An MBA in HR and a B. Tech. in ECE, SK Acharya is a well known name in the Indian Telecom Industry.
- Has more than 25 years of rich experience in the Telecom Industry with organizations like BEL, Nokia Siemens Network and Qualcomm.
- Has led country services organizations in Japan, Taiwan and India for NSN

# Technical Trainings and Content Development



# Business Workshops



# Consulting



# Training Delivery Modes



## Instructor Led Classrooms

- Customized Corporate Programs
- Employability Trainings



## Virtual Classrooms

- Online Instructor Led Classes
- Corporate Programs, Internships for Graduates



## Self-Learning

- Customized e-learning content for Corporates
- Assessments and Certifications
- Hosted e-learning modules



## Online Labs

- State of art Platform for hands-on experience
- Hosted environment for various equipment and software tools

# Cognitel Facility – INDIA



# LAB Infrastructure Gallery



## Multivendor Radio Access LAB

BSC/RNC, TCSM, Base stations/Node Bs



## Transmission LAB

PDH, SDH Microwave radio Indoor & Outdoor Units, Optical Multiplexers



## Multivendor CS, PS Core LAB

MSC, MGW, SGSN, GGSN, IN



## Data Networking LAB

CISCO, JUNIPER, HUAWEI Routers, Firewalls, L2, L3 Ethernet switches



## RF & MW Planning LAB

RF & MW Planning, EMF Testing, Drive Test, Post Processing



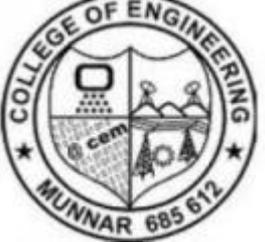
## Green Energy LAB

Solar Panel, Wind Turbine, DC-DG, Li-On Battery Hybrid Unit

# Our Reach



# Our Clients (Training and Consulting)

Service Provider	Telecom OEM Active Infra	Passive Infrastructure	IT & Data Networking	Service Vendors	Educational Institutes
      	   	    	    	    	   

All Logos are trademark of respective companies

# Sample Engagements (Communication Service Providers)

## Service Provider



vodafone



TATA  
TELESERVICES  
LIMITED



اتصالات  
etisalat

AXIS



## TECHNICAL TRAININGS

- ✚ LTE Network Evolution, Architecture, Services and Applications
- ✚ UMTS Network Design – Coverage and Capacity Planning
- ✚ NGN Fundamentals
- ✚ PS & CS Core Network Architecture, Applications and Call Flows
- ✚ Basic RF fundamentals and design of GSM & WCDMA Network
- ✚ RF Principles and Spectrum Analysis
- ✚ 3G RF Drive Test, Optimization and Troubleshooting
- ✚ Optical Fiber implementation, DWDM Multiplexers
- ✚ Basic Operation & Field Maintenance of Optical Network
- ✚ Basic of Infra Equipment Quality Installation and Equipment Dimensioning
- ✚ MPLS/CEN and IP Convergence

## BUSINESS WORKSHOPS & CONSULTING

- ✚ Telecom Business Environment
- ✚ Understanding the Business of Data in Mobile Networks
- ✚ IT Outsourcing Execution (Consulting)
- ✚ Vendor Selection for Managed Services (Consulting)
- ✚ Skill Dictionary Creation, Gap Analysis and Certification (Consulting)

All Logos are trademark of respective companies

# Sample Engagements (Telecom OEMs)

## Telecom OEM Active Infra

Alcatel-Lucent 



ERICSSON 



### TECHNICAL TRAININGS

- ✚ LTE eNodeB implementation and Operations
- ✚ LTE Fundamentals, Architecture and Call Flows
- ✚ NSN CS Core O&M and Troubleshooting
- ✚ NSN 2G RAN Operations
- ✚ NSN 3G RAN Operations
- ✚ Ericsson 3G RAN Operations
- ✚ Ericsson Mini-link TN4 Operations
- ✚ Huawei 3G RAN Product Operations
- ✚ Huawei RTN series Microwave Product and Operations
- ✚ Huawei DWDM Optix 8800 series Mux Product and Operations
- ✚ Huawei U2000 & M2000 OSS Product and Operations
- ✚ Huawei CS & PS Core Product and Operations
- ✚ Radio Network Essentials WCDMA and CDMA
- ✚ 2G and 3G RF Network Planning and Optimization

# Sample Engagements (Telecom Passive IP's)

## Passive Infrastructure



### TECHNICAL TRAININGS

- ✦ Effective Site Acquisition – Technology, Process and Behavior
- ✦ Technology and Process for Passive Infra Deployment
- ✦ Technology and Process for Passive Infra O&M
- ✦ In-building Solution Design and Implementation
- ✦ Mobile Network Passive Infrastructure O&M
- ✦ Passive Infrastructure O&M Induction Module for GETs
- ✦ Microwave Planning on Path Loss Tool
- ✦ Tenancy Improvement Program – Drive Test and Hotspot method
- ✦ Technology Webinars:
  - ✦ Green Energy Alternatives
  - ✦ RF and Transmission Basics
  - ✦ 2G, 3G, LTE Technological impacts on IP Industry

### BUSINESS WORKSHOPS & CONSULTING

- ✦ Business of Telecoms
- ✦ Project Management Fundamentals (PMI framework aligned to Telecom Industry)
- ✦ PMP® Certification Workshops
- ✦ Tenancy Improvement (Consulting)



All Logos are trademark of respective companies

# Sample Engagements (IT & Data Networking Co's)

## IT & Data Networking



### TECHNICAL TRAININGS

- ✚ Huawei HCDA and HCDP Datacom Certification Trainings
- ✚ Huawei Industrial Training (HIT) Program
- ✚ Huawei S3700/5700 Product 2<sup>nd</sup> Line Engineering
- ✚ Firewall Dataflow and Server NATing
- ✚ IP Switching & Routing Fundamentals, BGP & MPLS protocols
- ✚ Voice and Data Drive Test Analysis and Troubleshooting



**Certify Today.  
Master Tomorrow.**

### BUSINESS WORKSHOPS & CONSULTING

- ✚ Strategic IT Outsourcing (Consulting)
- ✚ Enabling Key Account Management

# Select Testimonials & Achievements

Alcatel-Lucent



## Alexandru Curea (Training Program Manager), Alcatel-Lucent University (ROMANIA)

“Cognitel was committed to conduct these trainings and to share as much as possible the information to the trainees (based on the trainer expertise) I can say that the trainees were extremely happy in being to your classes and they want you for more trainings. The trainees’ managers were happy because they could motivate, in this way, their employees by increasing the knowledge level.”



## Suraj Sirmoria (Network Director), Airtel (ZAMBIA)

“We approached Cognitel for enabling our teams on Third Generation Mobile Networks. Cognitel responded to our request in a very short time and was able to send an accomplished consultant to Zambia. The training methodology used by Cognitel was very interactive and kept the participants interested and engaged throughout the session. We hope to engage Cognitel for our future training requirements.”



## Sankarson Banerjee (Chief Information Officer), India Infoline (INDIA)

“Cognitel helped us formulate an approach for identifying and evaluating a strategic outsource partner for our operations. Cognitel brought an astonishing level of detail and industry knowledge to the table, helping us identify key areas of focus in defining contract terms, creating checklists for evaluation and writing service level agreements. Cognitel also stuck around with us when IIFL delayed the project for unrelated reasons, working repeatedly through new timelines and managing interactions with vendors. They provided the key arms-length objectivity that allowed us to arrive at a decision on a complex deal.”

# Select Testimonials & Achievements



## **BS Parihar (Deputy General Manager | Human Resources), VIOM Networks (INDIA)**

“I take this opportunity to thank you for having facilitated induction and up-skilling programs for our O&M and RF teams. I acknowledge your efforts and dedication for programs well delivered. On my interaction with the employees, I understand that the programs conducted, have been of immense help to enhance their knowledge and skills on Passive and Active Infra space, thereby giving them the confidence to perform their role more effectively. The team at Cognitel has always been ready to run that extra mile and we sincerely appreciate your commitment and appreciate the spirit of ownership demonstrated throughout. Cognitel has always been on top if my list in terms of the outstanding quality of trainers. We look forward to your support in disseminating knowledge and skills in future as well. “THANKS A BUNCH.....APPRECIATE IT”



## **Priyanka Jaitly (Manager | Human Resources), INDUS Towers (INDIA)**

“Indus Towers came across Cognitel while scouting for a learning partner for some of our specific and extremely niche technical skills. We were looking for someone who could deliver a holistic learning experience for our employees, seamlessly intertwining technical and behavioral aspects of our jobs. This, in my view, was the deal clincher for Cognitel. Even while developing the training content for our Site Acquisition team, we felt the Cognitel team was committed to understanding our specific requirements, as opposed to selling to us what they had ready with them. At the same time, they brought their industry knowledge and experience to the table, and we benefited significantly from it. The training was received very well by the Site Acquisition team, and had a significant impact on business. Having worked with Cognitel for almost a year now, we realize that we can leverage this mutually-rewarding partnership even better, and do more path-breaking work together. It’s a delight to work with Rajeev, Arvind and team, and you can see their passion and hard-work in the stuff they deliver! Keep up the good work team.”

# Why Cognitel

## A focused Consulting and Education provider

- Mission to become the Partner of choice for leading ICT companies
- Set a new benchmark in Quality of ICT education
- Leverage our global experience to offer focused Consulting and Research services to our clients

## Strong Leadership Team

- Senior leadership positions in companies like NSN, Ericsson and IBM
- Experience in running large businesses successfully
- Technical Leadership in Telecom and IT Domains
- Value based culture and unrelenting Integrity

## Proven Expertise in Training and Consulting

- Cognitel team is derived from Industry leading Equipment manufacturers and Operators
- Provided over 7,500 hours of Business and Technology Consulting to our clients
- Delivered over 30,000 hours of training to Fresh Engineering Graduates
- Trained more than 10,000 employees of leading ICT companies in active and passive domains

## LAB Infrastructure and Content

- Rich in-house developed content to suit the competence development needs for ICT companies
- World Class Multi-vendor Telecom and IT LAB infrastructure



THANK YOU

[www.cognitel.com](http://www.cognitel.com)