

# Maximizing LTE's potential requires exploiting management and optimization

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## Abstracts

As the popularity of mobile broadband has exploded, operators are increasingly facing the same conundrum as their fixed counterparts. Namely, that traffic and costs are growing faster than revenues. LTE may be a tabula rasa, but it is not a panacea: improving profitability while maintaining a high-quality customer experience in the LTE era will require policy and traffic management and optimization tools that reduce traffic and network congestion; respond to real-time network conditions and user requirements; and help retool mobile operator business models for the broadband world.

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