

ERICSSON ENABLES BUSINESS VOIP, AND BROADBAND SERVICES FOR LATIN AMERICAN SERVICE PROVIDER

Latin America



The SmartEdge Multi-Service Edge Router provides a solid foundation for rapid subscriber growth and quick deployment of new advanced services to meet the customer's business goals. They were able to go from installation to testing to live traffic within two weeks. Through evaluation the SmartEdge MSER proved to be the most reliable and scalable set of products to meet the customer's technical and business objectives today and well into the future.

Covering multiple cities across the country with an ADSL subscriber base that is growing over 100% year over year, the customer was looking to invest in technology to help them grow their business in whatever direction it goes. Expanding sources of revenue beyond their traditional products include residential broadband and integrated small and mid-sized company business solutions that combine internet and Voice-over-IP (VoIP) services.

After a rigorous testing process of products from the major IP equipment vendors, the customer selected SmartEdge Multi-Service Edge Routers (MSER) because of its flexibility and the opportunity to consolidate multiple network elements, reducing operating expenses and the overall cost of running and managing a network. The technology and business benefits helped separate Ericsson's solution offering from the competition.

Situation

As a leading alternative carrier, the customer is aggressively growing its business. The provider focuses on customers in the residential, small office/home office, small to medium enterprises and middle/large corporate market segments enabling it to become one of the most successful and fastest growing fixed-line telecommunications service providers in Latin America. The customer offers a diversified portfolio of innovative products and advanced solutions for the conventional telephony, corporate data, broadband/Internet service provider ("ISP") and Voice-over-IP ("VoIP") markets.

The customer has one of Latin America's most modern telecommunications networks, which is based on a single, converged IP infrastructure that supports multiple network protocols, for voice and data services. The company seeks to offer customized products with bundled telecommunications and Internet-related solutions that meet specific customer requirements at a competitive price. As a fast growing carrier, they realize the importance of time-to-market and a higher level of customer service than what can be offered by the incumbents in gaining customers and maintaining loyalty.

Their focus on the customer has allowed the customer to experience extremely high growth rates, relative to the overall market. In their market, the customer was able to grow at nearly three times the overall market growth rate. Year over year, the customer grew over 100%.

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Solution

With immediate requirements to enhance existing services, and a continuing objective of operating a single IP network for both residential and business services, the customer chose the SmartEdge MSER for its ability to help achieve these goals in a simple, scalable, and reliable manner.

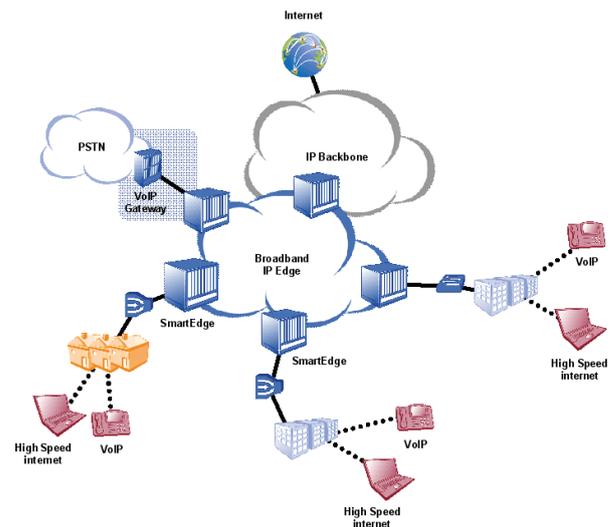
Their broadband subscriber base growth was over 100% per year, and they needed a solution that was reliable, easy to deploy, and scaled along with the growth of both subscribers and traffic. The customer selected the SmartEdge MSER for its ability to perform as a world class

router for multiple services and perform DSL subscriber management at the same time. The modular operating system also provided highly reliable services maximizing the network's revenue potential.

SmartEdge MSERs integrate edge routing, subscriber management, and Ethernet aggregation into a single, scalable platform. This integration could enable the customer to create a simplified architecture with less network elements in the future. Ericsson's customer who have simplified their architectures have reduced both capital and operational expenses, while providing high quality services to their high speed Internet, VoIP, and IPTV customers.

SmartEdge router's Hierarchical Quality of Service capability will be valuable to the customer by allowing them to manage each service on a per subscriber basis ensuring that VoIP traffic is always prioritized and does not experience network congestion. This granularity provides a reliable and differentiated service that could compete with the incumbent operator's fixed line PSTN service.

Benefits



The SmartEdge MSER enabled the customer to deploy a next generation broadband network quickly and reduced the overall capital and operational expense to manage the network. The savings did not come at the expense of being able to offer new services, but rather helped the customer build a flexible converged IP network that could handle advanced, revenue-generating services such as VoIP and, in the future, IPTV. The flexibility allows the customer to offer basic broadband services today and does not require the customer to build out a separate network for the advanced services of today or the future.

With such an efficient network infrastructure, the customer's IP network has now become a strategic advantage that can be leveraged to reach their overall objectives. The reliability and ease of installation reduces the time to market for new services and expanding broadband capacity. For the initial deployments, the customer's operations team went from installation to live traffic in just two weeks.

Latin America has the fastest growing and dynamic broadband markets in the world. In order to effectively capitalize on emerging broadband opportunities, the customer chose the SmartEdge MSER to meet its needs for new service introduction and help improve profit margins. An unmatched feature set for unified service creation in a compact form factor enables the customer to reliably sustain its growth in residential and business broadband services in a cost-effective manner. With the SmartEdge MSER, the customer is now well positioned for growth and can further establish itself as a leading and innovative operator.

Highlights

Customer

A leading telecommunications and Internet solutions provider company in Latin America. The company covers a broad geography and has over 1 million lines in service.

Customer Objective

Scaling the network for an increasing number of subscribers and new services. Competing with the incumbents by servicing customers in the residential, small office/home office, small to medium enterprises and middle/large corporate market segments.

Ericsson Solution

Upgrade existing network with SmartEdge MSER. Leverage the same platform for new value added services in the future.

Customer Benefits

Address the scalability needs for current and future residential/ commercial broadband services. Build out a foundation for new services.

Applications

Broadband Aggregation
VOIP with Hierarchical QoS