

Customer Success Story

ERICSSON ENABLES WIRELESS, VOIP, BROADBAND AND BUSINESS VPN SERVICES FOR EUROPEAN ALTERNATIVE PROVIDER

Western Europe



The SmartEdge Multi-Service Edge Router enabled this Western European alternative provider to create a flexible and intelligent broadband network to deliver individualized subscriber services. The scalability of the SmartEdge MSER enabled this customer to achieve unprecedented subscriber growth rates in their local broadband market.

This customer is one of the leading alternative carriers in Western Europe offering broadband and WiMAX access, high-speed Internet, VoIP, MPLS VPN, and ISDN voice and data services to residential and business customers nationwide. With a large installed base of ISDN in-country delivering traditional voice and data services, users were accustomed to a usage-based billing model, even with DSL broadband data services. As a market innovator, this company was the first provider to introduce a flat-rate charge for both ISDN voice and DSL Internet services. With this significant differentiator along with highly competitive pricing, this customer was able to profitably achieve unprecedented subscriber growth rates in the local broadband market, exceeding 500% over a two-year period. The SmartEdge® Multi-Service Edge Router (MSER) enabled this customer to create an extremely scalable, efficient, and cost-effective broadband network that was needed for sustainable growth and rapid introduction of new services in this dynamic environment.

Situation

As an alternative provider in a market dominated by the local incumbent, this customer needed a way to differentiate its network services to grow market share. While the number of broadband subscribers country-wide was one of the highest in Europe, overall broadband market penetration within the country was relatively low. This created an opportunity to not only target existing customers of the incumbent with innovative new services, but also to attract residential and business customers new to broadband services altogether.

This customer transformed the broadband services market in its country by introducing flat-rate voice and data services. In a market accustomed to a usage-based billing model associated with traditional voice and low-speed data services offered via ISDN, a fixed monthly price for unlimited telecommunications services was a significant differentiator.

The provider began to see significant growth in its business, at times adding more than 100,000 new subscribers per month. With the sudden increase in subscriber base, existing infrastructure became a limiting factor in scaling to accommodate new users and introducing additional services. The provider needed to upgrade its network in order to sustain its growth.

Solution

This customer chose to upgrade their network with the SmartEdge Multi-Service Edge Router. With plans to offer higher access speeds, expanded geographic coverage, and advanced new broadband services, the provider needed a versatile and scalable service creation platform. The SmartEdge MSER offered high-performance edge routing, interface flexibility, and industry-leading subscriber management capabilities to help the provider create a single converged broadband network for delivery of business and residential services.

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Unified Service Creation

As seen in the adjacent figure, the SmartEdge MSER enables a wide range of services in this customer's broadband network including VoIP, business VPNs, broadband access, high-speed Internet, and WiMAX wireless access. Subscribers may be connected via the provider's own fixed-line access facilities, via wholesale DSL lines offered by the incumbent provider, or via WiMAX wireless access.

Unified service creation and subscriber control capabilities of the SmartEdge MSER ensure that the correct network and QoS policies are applied to users regardless of the access method. Centralized subscriber control provides a scalable and flexible approach for consistently managing

user profiles, especially important with emerging mobility applications.

Scalable Service Delivery

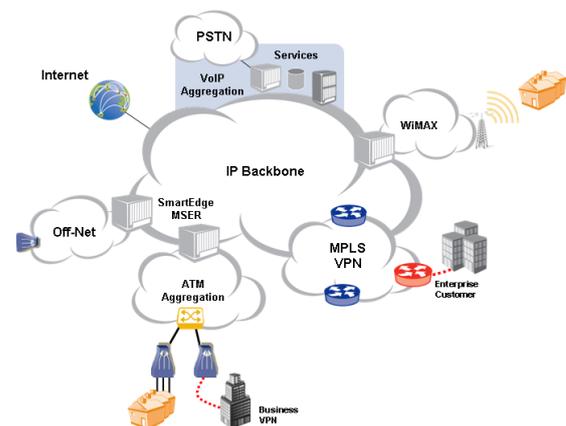
One of the key areas that the SmartEdge MSER helped to address in this provider's infrastructure upgrade was the network scalability needed to support the provider's tremendous growth. The provider had previously experienced limitations with their network devices scaling beyond a few thousand subscribers per platform. With occasions of adding more than 100,000 new subscribers in a single month, this limitation would hinder this provider's ability to accept new customers, or worse, impact service to existing customers.

The SmartEdge MSER enabled this provider to sustain their growth with the ability to support tens of thousands of subscribers on a single device. In some cases, the operator was able to provide services to more than 30,000 residential users on a single SmartEdge platform. Business VPN services were also offered concurrently on the same device without the need for additional equipment. In this model, not only did the provider realize savings from reduced equipment costs, but even more significantly, the provider was able to minimize operational costs from the perspective of service provisioning, monitoring, and troubleshooting.

High Availability

With an increasing number of users on the network and an expanding service portfolio, this customer had to ensure maximum network uptime, with an ideal of achieving continuous service availability. A diverse range of services were being offered, some of which were enabling mission-critical business applications. Service disruption for any period of time could result in a breach of service level commitments with financial repercussions.

Single Converged Broadband Network



The customer relied on the carrier-class architecture of the SmartEdge MSER to meet their stringent service availability requirements. With fully redundant hardware, completely modular software, and stateful failover capability, the SmartEdge MSER provided this customer with a robust service creation platform able to provide continuous services even in the event of a control module failure. Support for graceful restart protocols ensured network-level resiliency in the event of peripheral outages, and in-service software upgrades alleviated the need for planned maintenance windows.

Benefits

This customer achieved the highest broadband subscriber growth rate in its country over the last two years, expanding their subscriber base by over 500%. At times, the provider was adding more than 100,000 new customers per month to their network. By using the SmartEdge MSER to create an efficient and flexible broadband network, this provider was able to scale to accommodate unprecedented growth and sustain their competitiveness in the industry.

In the highly competitive broadband industry, time to market with a new service is a major factor in the success of the offering. The provider was able to rapidly deploy and operationalize higher speed broadband access offerings by leveraging the dynamic service creation capabilities of the SmartEdge MSER.

As broadband adoption grows, both residential and business customers will demand even higher bandwidth and more sophisticated services. This provider is already addressing some of these new requirements with services such as WiMAX access and VoIP. Going forward, the flexible service creation capabilities of the SmartEdge MSER will enable this alternative operator to continue to provide innovative new services to their customers.

Highlights

Customer

Based in Western Europe, this customer is the largest alternative wireline operator in its country, providing a full range of voice and data services for consumers and businesses.

Customer Objective

Build a versatile broadband network to deliver multiple services and gain market share against a dominant incumbent provider.

Ericsson Solution

The versatility and advanced feature set of the SmartEdge MSER enabled this provider to architect an efficient and scalable broadband network for multiple services.

Customer Benefits

Simplified network design and operations with reduced CAPEX and OPEX. Enabled sustained growth of customer base.

Applications:

MPLS VPN
Wireless
VoIP
Broadband Aggregation