

North America Regional Service Provider - Network Integration Services Case Study

Tellabs Network Integration Services activates next-generation network for regional services provider to expand services and increase customer satisfaction.

Business Challenge

A small, rural, century-old telephone company providing voice and data services to regional business and residential customers with about 210 employees and about 23,500 access lines is obsessively focused on customer responsiveness and satisfaction.

Their customers demonstrate strong loyalty in response to great service - but they continually raise the bar, which places great demands on company management to keep up with service delivery and new offerings.

As with most telephone companies, their customer appetite for bandwidth has increased dramatically in recent years as businesses and consumers move toward an always-on lifestyle with broadband video and online collaboration along with voice and email.

Determined to stay ahead of the demand curve, the provider's management agreed to upgrade its data transport network to 10GigE - and opted to install the Tellabs® 8860 Multiservice Router 10GigE platform.

With minimal in-house resources, however, the company needed an outside partner integrate the new network with its legacy equipment - a partner with extensive experience in cross-vendor integration, proven methodology and a track record for success that would minimize the risk of missteps or delay.

Looking ahead, the company needed to know that its partner would integrate the new network in a way that would maximize opportunity for new services and revenue while lessening incidents of customer downtime or dissatisfaction. With deep roots in the local community, the service provider's executives are literally in daily contact with their customers, so any problems rise immediately to the top.

Tellabs Solution

Tellabs Network Integration Service was the obvious choice for the provider. The company had partnered with Tellabs to do the network architecture and design work, and had great confidence from other past experiences that Tellabs would get the work done quickly and with all the requirements for a successful implementation.

"We know how to do this, we've done it before, and we can do it quickly," notes Issa Abudi, Senior Network Consultant at Tellabs. "We have a great history with their management, and they are very comfortable with us. They trust that we'll do what we say, which is the most important thing in this sort of complex integration project."



Tellabs Global Services leverages deep expertise and proven methodologies to help service providers integrate new networks with legacy equipment and minimize risks of downtime.

Executive Summary

Customer

Regional North America Service Provider

Business Challenge

Upgrade existing network to meet new customer service demands and dramatic increase in data transport

Tellabs Solution

Network Integration services to install, test and activate a new Ethernet ring

Business Results

- Provision of substantially enhanced, next-generation network to maximize customer satisfaction and support new revenue opportunities
- Comprehensive integration and migration program completed quickly with minimal customer downtime and minimal use of scarce in-house resources
- Education of service provider staff on all aspects of installation, testing and customer migration



In all, the integration project focused on installing, testing and then activating a six-node 10 Gigabit Ethernet (GigE) network and migrating all business and residential customers to the new network from an older ATM ring. By integrating new and legacy equipment in a next-generation transport network, Tellabs would help them to handle the oncoming surge in demand for broadband data and video traffic.

Working with their own architecture and design plans, Tellabs integration specialists proceeded in a methodical fashion through a 10-stage process:

- Configure all network elements based on the detailed Engineering Design Package (produced in the Architecture and Design phase)
- Coordinate with all third-party vendors
- Enable all physical and logical connections
- Ensure that all spares are in place
- Activate and test the new system
- Provision each device for connectivity and circuits to ensure that the new design works with the expected speeds and procedures
- Map out a migration plan for all business and residential customers
- Turn on several customers to further validate the new system
- Migrate all customers
- Provide comprehensive documentation of all network and configuration details

Although time-to-market was clearly important, getting the integration right was the service provider's top priority. As their Central Office Special Services Supervisor explained, "The migration of customers is a slow, thought-out process with Tellabs engineers and professional services helping us ... Speed is not the issue here - it's getting it done correctly and with the least amount of service interruption."

The Result

With customer demand for bandwidth and services increasing dramatically in recent years, and even greater increases in store for the next few years, the provider had little choice but to invest in a substantially upgraded network. With Tellabs Integration Services, the company was able to proceed quickly and confidently through a comprehensive integration and customer migration program to ensure continued customer satisfaction and a greatly enhanced platform for new services and revenue.

Specific benefits to the service provider included the following:

- A new 10 GigE network that offers greater capacity, additional service and improved reliability to business and residential customers at lower cost to both the provider and its customers.
- A comprehensive integration program with proven methodology, extensive experience and first-class project management that eliminated most of the worry and headaches for the management team.
- Full service installation, testing, activation and customer migration with minimal use of scarce in-house resources, thereby enabling the provider's staff to continue focus on continuous service delivery and customer satisfaction.
- Education of the provider's staff on all aspects of the installation, testing and migration - with complete documentation for future use.

Perhaps the greatest benefit of the Tellabs program was simply the management confidence and comfort it provided to the provider's team. As Issa Abudi notes, "We know the pitfalls and how to avoid them, and we think of everything so they don't have to. They've spent 100 years building a good reputation. The last thing they wanted to do was lose it."

Tellabs® Global Services

Tellabs Global Services delivers quantifiable results that help you succeed. Our deep expertise and specialized services are designed to help reduce costs, optimize performance, minimize risk and speed time-to-market. We solve the complex business, technical and operational challenges you face in deploying advanced networks - anywhere in the world. Tellabs Global Services' reputation for providing a better customer experience is the result of an open and honest approach, the ability to provide an objective viewpoint and dedication to customer satisfaction.

About Tellabs

Tellabs helps customers succeed through innovation. That is why many of the top global telecom service providers choose our mobile, optical and business solutions. We help telecom service providers, independent operating companies, MSO/cable TV companies, enterprises and government agencies get ahead by adding revenue, reducing expenses and optimizing networks. With wireless and wire-line networks in more than 90 countries, we enrich people's lives by innovating the way the world connects™. Tellabs (Nasdaq: TLAB) is part of the NASDAQ Global Select Market, Ocean Tomo 300™ Patent Index, the S&P 500 and several corporate responsibility indexes including FTSE4Good and eight KLD indexes. www.tellabs.com

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