

### *The first purpose-built solution for True Broadband Networks is here*

Broadband is a hot topic all over the world. Some refer to broadband as any "always-on" Internet service, but many countries have now realised that the only future proof networks are True Broadband Networks (TBN).

**A** True Broadband Network is a broadband infrastructure capable of supporting at a minimum video, voice and data services and applications simultaneously - with various requirements for interactivity and bandwidth - over a single physical infrastructure.

The True Broadband Network thus allows the end-users a varied palate of services from which they can choose. This also includes altering of services and service parameters at any time of day - without manual intervention by the network operator's customer care organisation. This flexibility creates a foundation for differentiated pricing of services, which in turn leads to increased average revenue per user.

A TBN has all the prerequisites to create a winning situation for all parties involved, but there are a number of key factors which need to be fulfilled:

- Possibilities for differentiation of services
- Support for Operator Independent Network business models
- Reliability, scalability and security through carrier-class network architecture
- Low capital investments through purpose-built equipment
- Minimal operational costs through extensive automation

#### **PacketFront understands the needs of a broadband operator**

PacketFront's Intelligent Broadband Solution is built on first hand experience of designing, building and operating the largest True Broadband Network in the world. The company was founded in 2001 by former employees of the pioneering Swedish broadband operator Bredbandsbolaget

(B2) and Cisco Systems. The knowledge gained in this project was the foundation for PacketFront. The problems of insufficient functionality and flexibility, and exploding operational expenses, have been addressed and solved in PacketFront's solution.

PacketFront is based in Stockholm, and the research, development and manufacturing departments are all located in Sweden. The company decided to focus on the access and subscriber layer of the network, by developing purpose-built broadband routers and a very advanced control & provisioning system called BECS™. BECS™ is the key enabler of the advanced services and functionalities offered by a True Broadband Network.

The full product portfolio includes:

- The BECS™ control & provisioning system, taking a service and system level approach to network management.
- The ASR 4000 family of Ethernet broadband routers, offered in a wide variety of physical interfaces and port densities.
- The CPS 200 multi-service switch, for placement in the subscriber premise, terminating the fibre or copper from the broadband router, and connecting the devices inside the premise to the TBN.

#### **Lowering your OPEX and increasing your revenue base**

In PacketFront's solution, the network elements are remotely configured and managed, and therefore the need for knowledgeable IP Network technicians is minimized. This increases the deployment rate and lowers the rate of erroneous installations.

By Self-Registration, services in the network are sold and activated without any manual intervention, which furthermore minimises the need for expensive resources. At the same time, this extensive functionality opens up

for rapid service deployment, and lowers the rate of erroneous service configurations. By allowing dynamic network configurations in kbps increments - in combination with Multicast and Quality of Service parameters based on end-user devices - a flexible and profitable model for service differentiation can be created.

These features lower the OPEX and create a base for higher ARPU and higher margins on service sales.

#### **The Future of Broadband. Today**

At PacketFront, we have a unique experience from service providers, network operators and vendors. We have designed, built and operated the largest True Broadband Network in the world. Therefore, we will talk to you as from one network operator to another. Because we have been you.

