

DRG Ease
Easy to use,
easy to expand

The ultimate FTTH CPE



For ease and satisfaction



Deploying Fiber To The Home (FTTH) is a significant investment. Often the upfront costs of fiber placement, end-user installation and service activation cannot be justified in the business case.



Many end users will not want every service. Others are eager to try them but unwilling to pay for the service equipment and access deployment to those who are still unready. Even if a majority of end users will eventually buy a complete bundle of services, it's likely that they will start with a limited subset, and add new services over time.

So – more flexibility is needed when it comes to varying initial investments and being able to offer end users what they want from their broadband connection.

PacketFront has developed DRG Ease to address these challenges. It allows network owners and/or service providers to deploy just the right amount of equipment to provide end users with the services of their choice. Over time, there is an excellent opportunity to move satisfied end users to higher-value packages and to further enhance the broadband service take-rate.

DRG Ease is PacketFront's modular Customer Premises Equipment (CPE). Based on the "sandwich principle" it starts with the Base module, then active modules for control and delivery of services are easily added.

Modularity - to limit initial investment and create early cash flow



DRG Ease - Base

Terminates the fiber or TP cable. Offers rapid and predictable installation times, which saves costs.



DRG Ease - Access

Provides access to the broadband network, and offers control and management of the connection. Offers the options of including a manageable CATV converter for CATV services.



DRG Ease - Telephony

Offers carrier-class broadband telephony and eliminates the need for a separate ATA box. Includes 2 analog telephone lines.



DRG Ease - WiFi

Offers wireless access. Includes security functionality such as NAT and firewall. Includes two routed LAN ports for desired broadband services.



DRG Ease - Switch

Offers 5 additional LAN ports for the use of e.g. IPTV, home LAN or any other desired services.



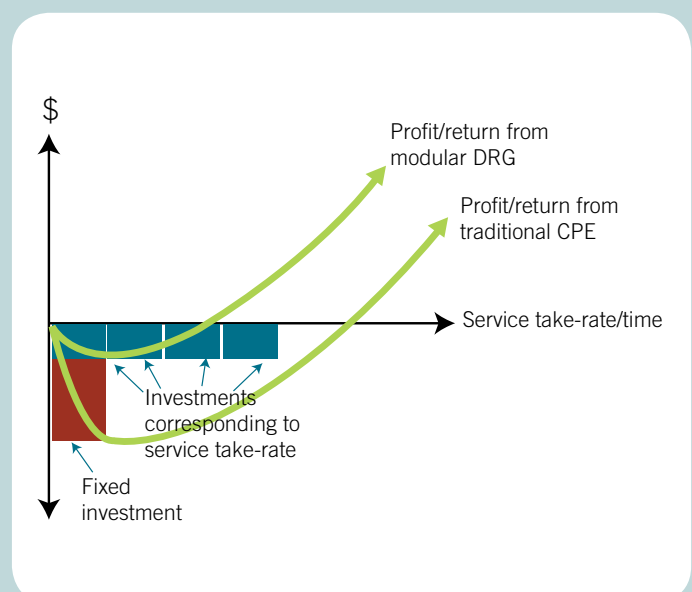
DRG Ease - Organizer

Offers cable management and eliminates cable tangle. Results in a nice and tidy installation.

DRG Ease makes broadband deployment much easier and significantly lowers initial investments. The deployment of only passive equipment is simply accomplished using the Base module. Then, broadband subscribers are provided with the Access module, offering 1 LAN port for the initial service. Going forward, Service Extension Modules (Switch, Telephony and WiFi) are available for end users wishing to add more services.

Unleash your revenue potential

One of the principal benefits offered by the modularity of DRG Ease is the many opportunities it creates for marketing services in new and innovative ways. Campaigns allowing people to test services can easily be mailed-out containing service modules such as Switch, Telephony or WiFi. Or, once a network is deployed with the Base module, it can be tested by a group of users receiving the Access module in the mail. In short, the small and easy-to-install modules of DRG Ease allow great flexibility in promoting service bundles and attractive packages.



This step-by-step investment approach, results in faster ROI. Your penetration grows and so does ARPU.

DRG Ease offers unique convenience for end users, and pay-as-you-grow potential for network operators.



DRG Ease modules are individually manageable, either via PacketFront's network control and provisioning system, BECS™, or the DRG element manager, Home Device Director, HDD.

Managed from wherever, owned by whoever!

The ability to manage individual DRG Ease modules allows separate ownership of each module, thus making it an optional choice for open-access networks. Individual modules get their own IP address, software is provisioned independently per module and so is configuration. Hence, different parties can be responsible and own separate modules. For example, the network owner is in charge of the Base module, the local ISP owns the Access module, and two different service providers can handle Telephony and WiFi.

Each module allows individual troubleshooting, a capability that makes problem solving easier and much faster. Needless to say, customers get more uptime, which increases satisfaction.

The CATV functionality is fully manageable and can be remotely turned on or off for end users subscribing to CATV services. Furthermore, a filter to block or allow premium channels is remotely managed.



The smart method of using magnets to join the modules lets end users install them effortlessly. Correct software and configuration is then automatically provisioned. The compact modules are also easily distributed by mail.



The area available for branding on the service modules works as a marketing device to enhance service-provider recognition. Even the surface of the Base module is available for information about where to call for broadband activation – just like placing an ad.

Smart concept – innovative design – saves installation costs

Many of today's broadband devices need to overcome two major hurdles: Multiple devices are required to deliver the services. And the devices are often neither attractive nor designed to fit together. Until now.

DRG Ease provides one product, no bigger than a small shoebox. It includes all the hardware and software that would normally be included in five to six separate products! All connections between these are internal, thus eliminating multiple Power Supply Units (PSUs) and messy cable tangles. DRG Ease only requires a single PSU. And separate boxes, such as an ATA, or a wireless router, or a multicast capable access switch are eliminated because the functions these boxes bring are built into the Telephony, WiFi and Switch modules.

CATV services are provided with the Access module complemented with a CATV converter, reducing the number of boxes even more.

The modern design focuses on both good looks and ease of use for end-users, network owners and service providers, as well as installation engineers. Smart and practical solutions to tasks like pulling fiber, wall mounting and cable management result in fast installation of passive equipment, thus drastically reducing installation cost.

