



CASE STUDY

Making Real World
Communications
Simple

Triple-play Solutions for expanding economies

Rapid deployment of voice, data and IPTV services for NewNet in Tbilisi, Georgia



Our experience with Telrad is that they deliver as promised, and on time, and they are extremely responsive to our demands. Their dedication to the customer is clear. We knew we were not getting a generic solution, but one that exactly met our needs.”

Avtandil Iashvili
General Director of NewNet

Background

NewNet is the second largest telecommunications provider in Georgia, providing traditional voice service to 160,000 subscribers using legacy TDM equipment. The company is looking to differentiate itself as the leader in providing advanced triple-play services nationwide.

The challenge

NewNet was determined to make the change in its company image from a traditional telephone company to a modern triple-play communications provider. For this purpose, the company wanted to quickly implement a triple-play solution including voice, data, IPTV, and video on demand (VOD).

The challenge was to upgrade to a Next Generation Network (NGN) infrastructure while preserving the investment in existing equipment. Furthermore, the project called for a demanding deadline, with the goal of launching IPTV and data services by the summer of 2006.

From a technical standpoint, the challenges were:

- Migrating from TDM voice services (circuit-switched) to full triple play service over IP-MPLS
- Expanding from 2 cities to nationwide coverage
- Expanding from simple voice features to sophisticated content-based packages
- Interoperability in a multi-vendor environment



CASE STUDY OVERVIEW

Customer: NewNet, Tbilisi, Georgia

Challenge: Upgrade from TDM to IP-NGN network, with triple-play services within a year

Solution: Telrad’s system integration of NGN and IPTV solutions

Benefits: Triple-play offering for increased subscriber usage, increased revenues, and customer perception as a market leader

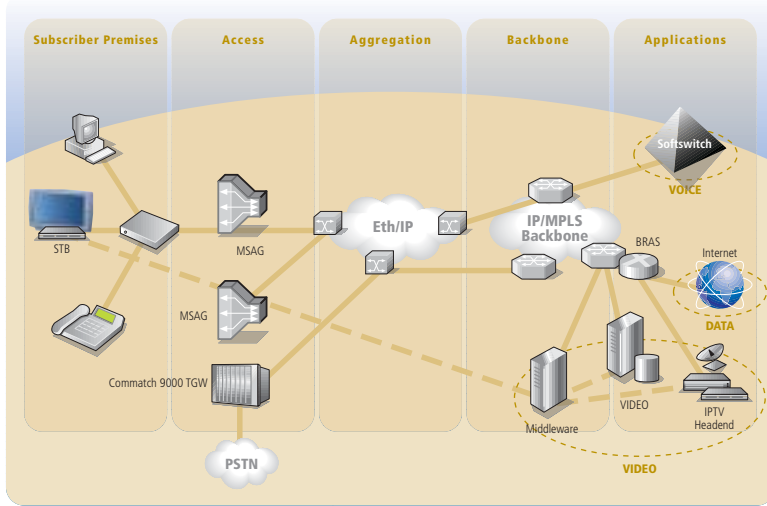


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Solution

Telrad provided a customized solution using best-of-breed components to suit the needs of the demanding environment, and in line with NewNet's vision of becoming the leading operator in the country. Telrad provided a turnkey solution, from installation through ongoing maintenance.

The solution, as shown below, used a layered solution architecture, starting from the core IP-MPLS backbone, the access edge layer and the core services on top, to provide voice, data and IPTV and VOD services with management layer for all types of subsystems. The best-of-breed solution included Telrad's VoIP trunking gateways for a smooth migration path to an NGN network.



Implementation included deployment of the telephony core, the IPTV headend, ISP data center, the core network, the aggregation network power systems and the access equipment to enable access to the triple play services via the networks.

"We had worked with Telrad in the past, and they have proven their commitment to the customer. When problems occur or our demands change, we can count on them to come out and solve the problem," said Iashvili. "We don't have to go through the hassle that you sometimes get with larger integrators of opening a ticket and waiting three months before they fix the problem. We call, and they send someone on the spot."

Telrad advantages

- Dedication to providing customized solutions for each customer
- Preservation of investment in existing equipment
- Robust, reliable solutions proven over 5 decades
- Incremental growth supported
- Rapid deployment
- Additional revenue-generating services
- Lowered costs and increased scalability
- Ability to smoothly integrate triple and quadruple-play services

Fast deployment

Within less than a year, launching of 28 sites based on IP networks was completed according to specifications.

"This is a major step in establishing ourselves as the telecommunications leader in Georgia," said Avtandil Iashvili, General Director of NewNet. "Telrad has been available to meet our demands and implement a total solution within a demanding timeframe."

Telrad has launched successful system integration projects worldwide, with flagship projects in Honduras, Ethiopia, Papua New Guinea, Costa Rica and Vietnam.

About Telrad Networks Ltd.

Telrad is an established telecom equipment and services organization that has been providing communications products and services used by millions of end-users worldwide. The company combines a high level of dedication to customer service with expertise in developing products in the areas of IP NGN, gateways, optical, metro, enterprise, wireless, and switching.

Telrad is focused on providing dedicated, trustworthy and robust solutions to its OEM and ODM customers, as well as to operators in emerging markets. Telrad is a privately-owned company founded in 1951.

HEADQUARTERS