

# Guarantee Your Broadband Service

Telefonica/O2 ensures efficient broadband service and network operation with flexible subscriber line test system



## Customer Objective

- To save OPEX during xDSL operation
- To reduce the cost of renting equipment rooms
- To speed up xDSL service provisioning through prequalification test system
- To save fault diagnosis service costs by locate faults precisely

## Huawei Solutions & Strengths

- Patent MDF-based (Main Distribution Frame) STAM (Separate Test Access Matrix)
- The solution to save rack space needed by TAM (Test Access Matrix), only 1U high space is required by BTU (Broadband Test Unit) in DSLAM (Digital Subscriber Line Access Multiplexer) rack
- Single-ended and comprehensive testing functions covering copper line, CO and CPE (Central Office and Customer Premises Equipment)
- Large testing capability supporting 2,000 concurrent tests

## Benefits

- Reduced cost of site renting as less space is required
- Able to meet the VIP customer's (TDe's SP) bulk test requirements via TL1 interface
- Reduced OPEX through Pre-Qualification and In-Service tests on the CO, CPE and copper line during xDSL operation

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elefonica is the world's leading telecommunications company, with a significant presence in Latin America, Europe and Africa, and 195.9M clients.

Telefonica Deutschland (TDe), the 3rd largest fixed line carrier in Germany, is mainly operating broadband and voice services. After its merge with O2 Germany into Telefonica O2 Germany in 2006, TDe is delivering wireless services now as well.

## Constructing massive capacity SMSC in LA to meet the need of fast service growth

TDe provides xDSL service to ISP and subscribers by ULL (Unbundled Local Loop), leasing copper line and equipment room from DT. Additionally, DT will charge TDe with fault diagnosis service for copper line during deployment and operation. So TDe has to pay a lot of money on OPEX.

Huawei's SLTS with STAM solution, which is composed of Control Center (control & management software) in the centralized office and Local Test Device (BTU and STAM) installed in local office, lightens the burden of OPEX.

## Space-saving STAM solution

STAM is a patent MDF-based TAM solution installed in MDF rack. Thus only 1U high space is needed for BTU installation in DSLAM rack, the additional rack space for TAM installation is saved. The remaining rack space will be able to be used for

application architecture and management platform, PCCW built a strong value chain alliance with over 150 SPs/CPs in Hong Kong to enable rapid time-to-market of innovative services.

### Killer applications to fuel market competition

In 2006, PCCW released the world's first broadcast mobile TV based on 3G network. The service adopts CMB (Cell Multimedia Broadcast) technology, and saves air resource. Good experience and low tariff enabled a fast roll-out of the service, with a large number of subscribers attracted.

PCCW also offered enhanced MMS service, capable of receiving large-capacity video message and multiple information. In addition, PCCW has provided other services like USSD, SMS, Voice Mail, Instant Messaging. In the foreseeable future, PCCW will provide Unified Messaging integrating video, voice and text as well.

To facilitate business growth, by leveraging Huawei's BOSS system with flexible product configuration and integrated billing function, PCCW launched multiple tariff packages to target different customers, covering voice/data, postpaid/prepaid and 2G/3G services.

### Collaborative marketing to tap market potential

PCCW and Huawei are close service partners. Huawei has set up a marketing team dedicated to the planning and research of value-added services in Hong Kong.

PCCW has a clear vision to become the most valuable and No. 1 operator in 3G market by 2008. To realize this

aggressive aspiration, with Huawei support, PCCW carried out time-definite marketing programs like Project Six and Project King, getting very positive feedback from the market. For example, Project Six, a six-month-free-trial program, allured 310,000 applicants to commercial trial of 3G services in the 1st month, and laid foundations for PCCW's strong position in the market afterwards.

#### Milestones

- June 2005, commercial launch of data card service and SMS.
- 10 January 2006, launched streaming, LBS, VP, MMS and etc.
- May 2006, released the world's first CMB (Cell Multimedia Broadcast) mobile TV service.
- September 2006, commercial launch of RBT service.

