



Iowa Telecom

Industry/market: DSL service provider

The Environment: A large market of 435 communities across the state of Iowa.

The Challenge: To position Iowa Telecom to scale its DSL business by streamlining CPE installation and reducing support call volumes.

The Solution: Netopia 2200 Series gateways paired with Netopia's NBBS TR-069 Device Management Platform for automated installation.

The Benefits: When deployed by the customer, the Netopia 2241N signals the Netopia NBBS server, which automatically downloads Iowa Telecom's custom configurations to the router. The NBBS system also streamlines ongoing device management.

Epilogue: Jim Phipps, marketing director at Iowa Telecom, says "Our move to a single product solution, the reduction in support calls and the increase in subscriber satisfaction position Iowa Telecom to scale its DSL business rapidly."

Customer profile: Iowa Telecom is the second-largest local telephone company in Iowa, serving over 435 communities across the state.

Iowa Telecom Case Study

Iowa Telecom Streamlines DSL Deployment with Netopia® 2200 Series Gateways

Since arriving on the market nearly a decade ago, xDSL technology has remained a challenge for service providers to cost-effectively deploy. A combination of technical limits – in particular, local loop lengths from the central office (CO) – and the convoluted installation of customer premise equipment (CPE) has proven to be a major hurdle in scaling DSL deployments. To solve the problem, Iowa Telecom, the second-largest local telephone company in Iowa, serving over 435 communities across the state, is using Netopia 2200 Series gateways paired with Netopia's NBBS TR-069 Device Management Platform for automated installation – neatly addressing both technical and CPE challenges with one cost-effective solution.

"Prior to the Netopia solution we were using three different modems to deploy our DSL service," said Jim Phipps, marketing director at Iowa Telecom. "One modem for customers on CLEC networks, one for ILEC customers and one for customers on ILEC local loops longer than 18,000 feet. Since switching to the Netopia solution we now use just one router for all deployments, which has streamlined our product launches and reduced the volume of calls to the technical support desk."

Netopia solves problems with the 2241N-VGx router with remote management

In their search for a DSL router that could meet all of their deployment needs, Iowa Telecom evaluated the Netopia 2241N-Vgx product, a single port, 10/100 Ethernet-wired ADSL2+ router with a USB port. The 2241N met Iowa Telecom's demands – there was no service degradation for all levels of DSL service, even at loop lengths of up to 25,000 feet. The 2241N consistently delivered bandwidth well in excess of 3mbps, Iowa Telecom's highest bandwidth DSL service offering, while meeting the telco's stringent quality of service (QoS) requirements.

A distinguishing feature of the Netopia's 2241N was the ability to put into service a customized router. Iowa Telecom's customization requirements included Central Time Zone settings, default passwords and filters to limit support access to Iowa Telecom support IP addresses.

To accomplish this, Iowa Telecom downloaded the required settings through Netopia NBBS, Netopia's industry leading TR-069 remote management system. The process was straightforward: Iowa Telecom's custom configuration was loaded into NBBS as a unique SKU. Iowa Telecom is now able to ship a generic 2241N directly to the customer. When deployed by the user, the 2241N "calls home," signaling the Netopia NBBS server, which automatically downloads all of Iowa Telecom's custom configurations to the router. From the customer point of view, the process is seamless: simply deploy the generic 2241N and it automatically customizes itself to Iowa Telecom settings.

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“Since switching to the Netopia solution we now use just one modem for all deployments, which has greatly streamlined our product launches and reduced the volume of calls to the technical support desk.”

Jim Phipps
Marketing Director
Iowa Telecom

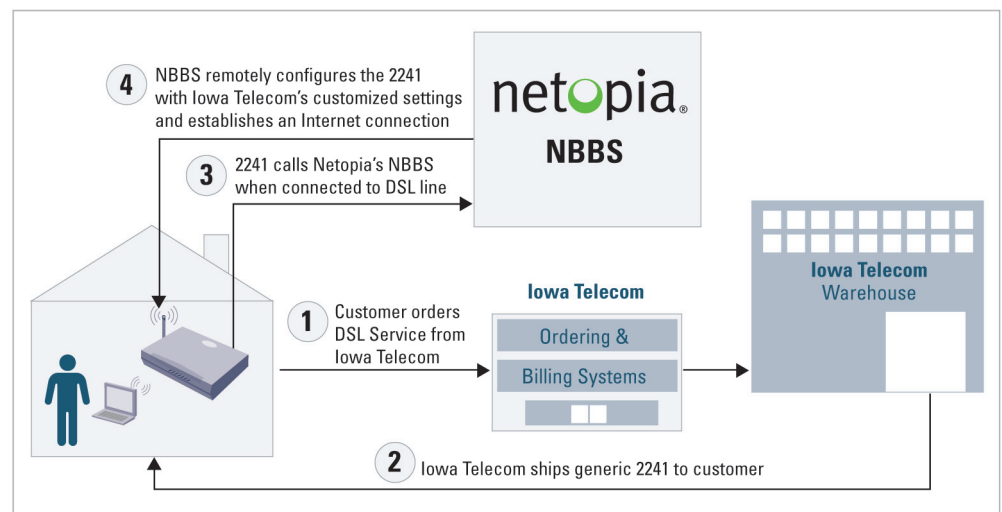
The NBBS system also streamlines ongoing device management of Iowa Telecom’s CPE. Any changes to Iowa Telecom’s configuration or firmware updates will be automatically downloaded to subscribers’ 2241N routers, as needed. This process is transparent, and ensures that customers are kept up to date with the most current functionality.

Ready to scale up the business

“The Netopia router and management solution has allowed us to deliver plug-and-play installation capabilities, which are so much easier for customers than previous methods,” Phipps says. “Because the router is self-configuring, the customer is shielded from technical complexity and the possibility for error that entails. Installing the router is now a short and easy three-step process.

“I’m very pleased with our move to a single product solution, the reduction in support calls and the increase in subscriber satisfaction,” he continues. “All three of these achievements position Iowa Telecom to scale its DSL business rapidly.”

Drew Sutton, network administrator at Iowa Telecom, adds, “Things couldn't be better. The Netopia solution is working for us better than I could have anticipated.”



Corporate Headquarters Netopia Inc.

6001 Shellmound, 4th Floor
Emeryville, CA 94608
Main (510) 420-7400
Fax (510) 420-7601

Europe Headquarters

2 Rue du Docteur Lombard
92442 Issy Les Moulineaux cedex
France
+33 (0) 1-45-29-91-00 main
+33 (0) 1-45-29-91-09 fax

Asia Pacific Headquarters

No. 8 Jalan Senyum
Singapore, 418143
+ 65 6492 0300 main

www.netopia.com