



## ntl:Telewest Business create Optical Backhaul Solutions with Transmode technology

### About ntl:Telewest Business

ntl:Telewest Business, part of the Virgin Media Group, was formed through the merger of the business divisions of ntl Incorporated and Telewest Global, Inc. The merger, one of the largest in UK telecoms' history, means the combined company is part of the second largest fixed line telecommunications company in the UK. The company boasts more than 15 years' experience in delivering communication solutions for private and public sector organisations, and has invested more than £13bn in the largest alternative next generation network in the UK.



### Objective

- To create increased revenue generating backhaul services to meet growing bandwidth demand while not significantly increasing Capital Expenditure.
- Create scalable robust Optical Backhaul services that enable ntl:Telewest Business to give the best possible service level agreements to customers.
- To deploy a flexible and scalable WDM platform that supports rapid service delivery coupled with high network resilience in regional areas to compliment the existing national backbone.
- Seamless integration in the existing network and the ability to extend the coverage without major upgrade procedures.
- integrated Layer 1 and 2 Ethernet Services.
- μROADM - Full functionality Reconfigurable Optical Add/Drop Multiplexers optimized for the network edge.

### Results

### Solution

- Transmode TM-Series deployed in key parts of the ntl:Telewest Business network to provide protected high availability bandwidth.
- Intelligent WDM (iWDM) - Advanced functionality for Next Generation Services such as fully

- Scalable and reliable network connections enabling ntl:Telewest Business to offer customers 99.95% up time on SLAs.
- Easy management through carefully configured architecture.
- Increased bandwidth on demand through Optical Backhaul at exchanges where customers have unbundled the local loop.
- Reduced power requirements leads to increased customer un-bundling capacity of over 12%.

# Case study

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### Objective

ntl:Telewest Business, the business division of Virgin Media Group, has installed a new optical backhaul system at key points across its UK network, which will keep pace with the ever-increasing demand for bandwidth due to customers pushing for high-speed Internet access.

Demand for a resilient infrastructure to enhance Service Level Agreements (SLAs), requires a protected and scalable architecture. This approach will enable ntl:Telewest Business to meet the growing needs of its service provider and ISP customers who are now bundling high-speed Internet access with , fixed-line and TV services, together known as "triple-play".

"The ability to take our customers on a journey from 10 to 100Mbps to 1Gbps and beyond is essential," said David Green, ntl:Telewest Business' High Capacity Services Product Manager, "and only optical networks provide the scalable capacity required to support these escalating backhaul bandwidth demands."

ntl:Telewest Business understands that a state-of-the-art WDM (wavelength division multiplexing) system is the ideal solution. This will provide cost-efficient backhaul for customers requiring high availability bandwidth from exchanges where the local loop has been unbundled. The ideal architecture must combine economy with an unlimited scalability and operational simplicity.

### Solution

After examining a range of options ntl:Telewest Business decided to install the Transmode TM series, which has transformed the operator's optical backhaul model.

The TM-Series is a range of carrier grade optical transport products that will transport any service between 100Mbps and 10Gbps for multi-reach transport applications. The platform has the widest range of functionality available on any single WDM platform. It supports vital carrier infrastructure applications such as: triple-play backhaul networks, mobile transmission networks, carrier's carrier services, SDH/SONET transport and capacity expansion.

"By choosing Transmode's TM series, our network architecture can now give us the confidence to guarantee 99.95% availability in our service level agreements," added David Green. "This solution enables us to differentiate ourselves from our competitors on the basis of maximum bandwidth reliability."

A significant factor that reinforced ntl:Telewest Business's choice was Transmode's consultative sales approach. Cooperation between the supplier and client engineers led to the development of the protected network architecture, which gave ntl:Telewest Business the confidence to offer its customers this very high level of availability.

This Transmode installation has created an additional benefit for one of ntl:Telewest Business's major Local Loop Unbundling clients within the UK. The new system requires a significantly lower power draw than its competitors. This energy saving enables an additional 50 broadband customers (or a 12% increase) to be connected at each of more than 100 sites – meaning over 5000

extra customers are connected at no extra cost to the operator.

The Transmode TM series uniquely meets the ongoing needs of ntl:Telewest Business because its modular and flexible system architecture enables seamless integration of DWDM and CWDM wavelengths on the same fibre creating a highly resilient network. The technology allows ntl:Telewest Business both to develop new services and effectively improve its business model. As bandwidth continues to increase, the company is now able to upgrade its customers from 1Gbps to 2.5Gbps and to 10Gbps.



David Green  
High Capacity Services Product Manager  
ntl:Telewest Business

### Result

"For maximising our regional capability, Transmode has become our supplier of choice," said David Green. "By deploying this optical backhaul solution, we have created an asset that we can sell over and over again. Thanks to this unique capability we are now giving a bandwidth service that exceeds that of our competitors".

### About Transmode

Transmode is a leading provider of optical networking solutions for transport of data, voice and video traffic, based on WDM-technology (Wavelength Division Multiplexing).

Our customer base consists of more than 200 network operators, service providers, large enterprises and public institutions across Europe, the Americas and Asia.

Transmode's comprehensive product portfolio and strong global organization enable our customers to cost efficiently grow the capacity and to improve service level of their regional, metro and metro access networks, without compromising on functionality.

For more information about Transmode, please visit <http://www.transmode.com>

For further technical details on Transmode's solutions read Transmode's Business Challenges for Cable MSOs whitepaper available on the website.