



Virgin Media Business creates Optical Backhaul Solutions with Transmode technology

About Virgin Media Business

Virgin Media Business is the UK's only telco with a national fibre optic Next Generation Network. Launched in February 2010, the company aims to bring the Virgin philosophy to the business telecoms market. Providing innovative, high quality solutions built on brilliant customer service.

Virgin Media Business is the largest business-to-business brand in the Virgin group. With a strong product portfolio that includes its market leading Ethernet services. It uses its network asset in order to create bespoke tailored telecoms solutions for its customers. Employees are located at 40 offices across the UK, allowing Virgin Media Business to be closer to its customers in every sense.

Previously known as ntl:Telewest Business, organisations working with Virgin Media Business include London City Airport, Arqiva, Hampshire and Isle of Wight Partnership and South West Water.

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 Virgin Media 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.



Solution

- Transmode TM-Series deployed in key parts of the Virgin Media Business network to provide protected high availability bandwidth.
- Intelligent WDM (iWDM™) – Advanced functionality for Next Generation Services such as fully integrated Layer 1 and 2 Ethernet Services.

Results

- Scalable and reliable network connections enabling Virgin Media 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

Virgin Media 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 Virgin Media 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, Virgin Media Business' High Capacity Services Product Manager, "and only optical networks provide the scalable capacity required to support these escalating backhaul bandwidth demands."

Virgin Media 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 Virgin Media 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 Virgin Media 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 Virgin Media Business the confidence to offer its customers this very high level of availability.

This Transmode installation has created an additional benefit for one of Virgin Media 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 Virgin Media 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 Virgin Media 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
Virgin Media 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 CWDM and DWDM technology (Coarse/Dense Wavelength Division Multiplexing).

Transmode's unique Intelligent WDM (iWDM™) approach has led to widespread deployment of over 20000 systems in a customer base consisting of more than 300 fixed and mobile 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 grow the capacity and to improve the service level of their regional, metro and metro access networks, on a cost-efficient bases without compromising on functionality.

For more information about Transmode, please visit www.transmode.com