



IMTECH TELECOM UK CASE STUDY

PLUSNET SELECTS ELLACOYA NETWORKS



Imtech, the leading telecom solution provider throughout the European Union, will integrate Ellacoya's IP Service Control System into the award winning* UK ISP – PlusNet (www.plus.net). The Ellacoya system enables PlusNet to evolve their IP service offerings to a combination of application, speed and usage-based service plans delivered to individual subscribers and subscriber groups.

PlusNet is deploying Ellacoya's e30 IP switches and centralised Service Logic Software (SLS) system-wide to dynamically manage bandwidth.

"Ellacoya's system gives us unprecedented visibility into application traffic, and the ability to manage traffic dynamically so that our subscribers receive the level of service to which they are entitled. Because of its ability to recognise subscribers and applications, it is the ideal platform for enabling our new Broadband Plus offering that uniquely combines speed and application features," said Alistair Wyse – Technical Director at PlusNet. "Imtech

Telecom our chosen system integrator that has been instrumental in supporting and maintaining our current broadband network and from their proven track record and technical expertise in the broadband market was the obvious choice for integrating the Ellacoya solution with our existing network. The Ellacoya System's functionality is unique and not available in conventional networking products. PlusNet tested several other industry-leading bandwidth management solutions and found Ellacoya's to be superior in terms of performance, manageability and functionality."

PlusNet's Broadband Plus delivers service plans ranging from a lower priced offering for light users primarily using Web and e-mail applications, to a higher-priced offering for subscribers using higher bandwidth applications and requiring more speed. Unlimited downloads are included in all plans. During peak hours, the more vigorous high bandwidth applications such as P2P may be speed limited, while mainstream e-mail and Web traffic are prioritised; and all traffic during non-peak hours runs at optimal speed. Each offer is defined centrally in Ellacoya's SLS as a group of policies that track, measure and manage the various types based on time-of-day. Once a subscriber logs on, his profile is downloaded to the e30 IP switch, policies are enforced and traffic is treated accordingly, based on the subscriber's service plan.

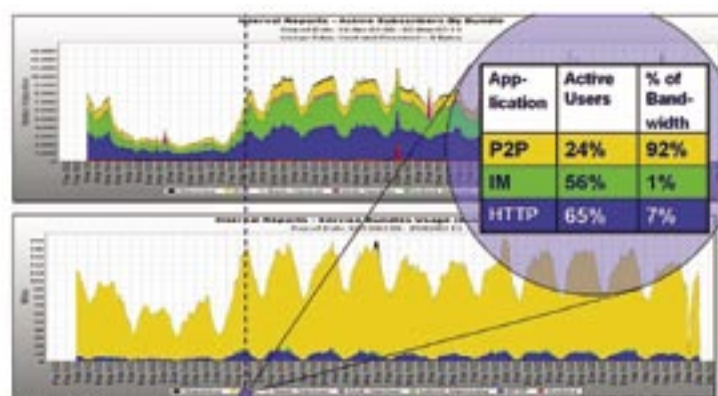


Figure 1: Comparison of usage by application and application activity by subscriber

* Best Consumer ISP & Customer Service Award
Future UK Internet Awards 2004



"We are excited to be participating in the delivery of this broadband service model that addresses different subscriber needs at different price points," said Gerald Wesel, chairman of the board at Ellacoya Networks. "By differentiating its service offerings by speed and... application, PlusNet is breaking away from the pervasive 'one size fits all' model that is limiting for all types of users."

The Ellacoya e30 switches integrate seamlessly into PlusNet's access network architecture upstream from Broadband Remote Access Systems (BRAS). From this network location, the e30 identifies all subscriber and application usage, and provides PlusNet with granular Web-based reports. "The Ellacoya system's detailed reporting package allows us to understand usage patterns and introduce new service offerings to specific subscriber groups based on demand," added Alistair Wyse – Technical Director from PlusNet.

Performance and functionality

In addition to its high performance and functionality, Ellacoya was selected based on its scalable system architecture and its ability to easily integrate with PlusNet's OSS. The IP Service Control System's three-tier architecture across the network and managed from a single central location where subscriber and service profiles are defined and stored. Ellacoya provides a robust and intuitive Application Programming Interface (API) and Software Developer Toolkit (SDK) designed to integrate seamlessly with billing and provisioning systems.

Statistics Reports - Subscriber Groups

Report Date: 01 Jun 02 - 08:00:00
 Service: Broadband20, VFP, Microsoft RPC, Microsoft RPC LSP, MSF, AOL, Netbox, 2004, Netbox, NL, Netbox, 2204, Other, PC
 Subscriber Filter: %

Competition Level (Mbytes)	Total Subscribers	Subscriber Percentage (%)	Consumption Percentage (%)	Subscriber Consumption (%)	Consumption Contribution (%)	Revenue Sparsity Ratio	Revenue Sparsity Ratio in 20	Standard Deviation of Sparsity Ratio in 20
Free	1,360	91.7%	5.8%	60.7%	5.8%	4.71	0.76	0.14
Free+5	1,020	68.7%	5.8%	72.6%	72.6%	3.84	0.86	0.22
Free+50	320	21.7%	5.4%	19.1%	19.1%	2.25	1.27	0.24
Free+500	200	13.9%	5.2%	10.9%	10.9%	2.25	1.40	0.24
Free+5000	170	12.5%	5.4%	40.1%	40.1%	2.74	1.76	0.23
Free+50000	80	5.4%	17.9%	16.1%	16.1%	7.87	2.77	0.26
Free+500000	127	8.6%	4.8%	47.1%	47.1%	6.42	1.85	0.28
Free+5000000	62	4.2%	17.4%	17.2%	17.2%	7.84	2.80	0.27
Free+50000000	41	2.8%	5.8%	66.6%	66.6%	70.71	3.14	0.87
Free+500000000	32	2.2%	22.7%	1.8%	1.8%	1.80	2.28	0.23

Figure 2: A table grouping subscribers by their usage

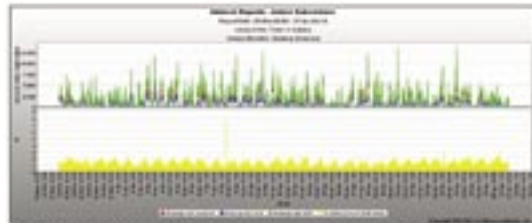


Figure 3: Gaming: Percent of subscribers active and usage per active subscriber



Figure 4: Usage by Application for different groups

Imtech Telecom

"With the increasing adoption of applications such as gaming, VoIP, and peer-to-peer, the network requires a level of application and subscriber awareness that traditional network platforms can't achieve," said James Morgan, Managing Director of Imtech Telecom UK, Ltd. "In addition to allowing our broadband service providers to improve customer satisfaction by ensuring fairness of use on the network, the advanced application awareness and control features provided by the Ellacoya platform enable the delivery of a variety of new broadband service plans. We are pleased to provide this new functionality to our customers."



Imtech Telecom Netherlands
 Postbus 70500
 5201 CA 's-Hertogenbosch
 Utopialaan 50
 5232 CE 's-Hertogenbosch
 Tel. +31 (0)73 640 64 64
 Fax +31 (0)73 640 64 69
 info@imtechtelecom.com

Imtech Telecom Belgium
 Bld. Paepsemiaan 20
 1070 Brussels
 (Anderlecht)
 Tel. +32 2 303 27 00
 Fax +32 2 303 27 01
 info@imtech-telecom.be

Imtech Telecom Germany
 Schiessstrasse 68
 40549 Dusseldorf
 Tel. +49 211 530 680
 Fax +49 211 530 681 59
 info@imtech-telecom.de

Imtech Telecom United Kingdom
 Newton House
 Hatch Warren Lane
 Basingstoke
 Hampshire
 RG22 4RA
 Tel. +44 1256 312 350
 Fax +44 1256 312 377
 enquiries@imtechtelecom.co.uk

Imtech Telecom Scandinavia
 Gardsvagen 18
 169 70 Solna
 Sweden
 Tel. +46 8 735 37 00
 Fax +46 8 735 37 20
 info@imtech.se