

# “How to cash in on Ethernet business services with your greatest strategic asset”

**A**re you leaving money on the table for no reason? You are if you manage the business at a service provider and are not offering broadband Ethernet services to more business customers. In fact, high-speed, high-performance, and highly available Ethernet services are essential to satisfy one of your largest and fastest-growing sources of future demand: the small- to medium-size enterprise (SME) customers.



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Fiber access networks were used to “cherry pick” the largest enterprise customers in the past, because these customers generated the most traffic and the high cost of fiber could be justified. But smaller customers located off the fiber footprint had to settle for less: N x T1/E1 services. This no longer makes business sense for service operators, because the broadband revolution is changing the size and locations of the customers that generate revenue.

Many SME customers now use the network every bit as intensively as large enterprises. The sheer number of SME customers, combined with the new ways that they are exploiting the network, means that SMEs are becoming a key source of future business service revenue growth for PTTs/RBOCs, ILECs, CLECs, MSOs and ISPs alike.

Small- to medium-size enterprise customers today not only need broadband for Internet access—to maintain a Web presence, market via social media, or employ ecommerce—but they also increasingly want to interconnect and share applications with partners and suppliers, back up and retrieve their business-critical data remotely over the

Web, as well as access online databases and connect work-at-home employees over VPNs. Additionally, they need to use sales automation, Web-based audio and videoconferencing and collaborative computing tools, and to take advantage of a wide variety of other emerging cloud services that enhance their operations without the expense and complexity of ramping up their own IT capabilities.

High-speed, high-performance broadband access and Ethernet services are becoming increasingly vital to SMEs hoping to maximize operational efficiency, attain strategic objectives and gain competitive advantages. This is why SMEs today will not only pay to get additional bandwidth and greater performance, but will also pay for the many additional cloud services that their service operator and that service operator’s partners can offer over that next-gen broadband access. But will you let them?

To make their greater network-enabled future a reality, SME customers need carrier-class business Ethernet services that offer the bandwidth, scalability, flexibility, simplicity and affordability required. But all too often these SMEs are frustrated by service operators that are still selling N x T1/E1s, depriving them of the greater IP/Ethernet transport efficiency, scalability, flexibility and cost savings that Ethernet services provide simply because the operator cannot afford to run fiber to their building or finds that the customer is located too far from the DSLAM or offers only ADSLx solutions that do not meet business customer’s increasingly synchronous traffic requirements.

Service operators that constrain customers force them into the arms of competitors. The good news is that offering market-leading Ethernet services to SMEs no longer requires the expense, complexity or delays associated with running fiber. Evolving industry standards and the experience, innovation and technology of Actelis, The Broadband Acceleration Company™, mean that the current and future broadband needs of SME customers can now be met more quickly, easily and cost effectively without sacrificing performance

or reliability. The “new” access media that enables operators to take market-leading business Ethernet and over-the-top services out to more SMEs is copper.

Smart CEOs, CFOs and strategy and marketing executives at forward-thinking operators know they need to cash in on Ethernet business services. Actelis helps these service providers build highly scalable broadband access over bonded copper so they can offer cost-effective Ethernet services over greater distances, reaching many more SMEs and increasing addressable market opportunity. Actelis’ Ethernet over copper solutions meet all of the service operators’ KPIs for performance, reliability and availability. The purpose-built, carrier-class, scalable architecture of Actelis’ broadband solutions makes for efficient network builds that can scale into the 100s of Mbps to meet customers’ needs today and in the future.

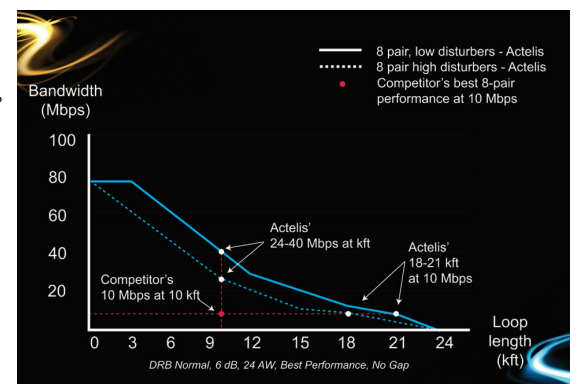
Actelis makes the existing copper plant into what it should be: a strategic asset. The company’s innovative, standards-based technology and uniquely robust and scalable architecture set the benchmark for carrier-class, bonded-copper solutions, and are proven operationally in hundreds of service provider networks around the globe. Actelis offers the rate, reach and reliability on the market, giving service operators the largest broadband footprint, greatest addressable market opportunity, and best business case possible, plus the opportunity to gain differentiation, reduce churn, and exploit time to market advantages to steal subscribers away from rivals.

Not long ago, many thought the copper plant was a legacy technology or that Ethernet in the First Mile over copper solutions were a quick fix, or interim solution. Not anymore. Continued evolution in Actelis’ innovative technologies, such as EFMplus™ and DRB (Dynamic Rate Boost), have changed the game in broadband access. With Actelis, the installed base of copper has a bright future and a business case that really shines.

Any access media is only as good as the electronics on the ends of the loop. Since fiber and microwave matured long before

copper broadband access technologies, old point-in-time assessments comparing the relative benefits of these technologies with copper that were done in the past no longer apply. Actelis’ vision and experience, advancements in DSL technologies and bonded-copper standards, along with industry-leading innovations in dynamic crosstalk cancellation and purpose-built, carrier-class architecture, make copper the preferred access media for large scale, strategic broadband builds targeting SMEs. Gaining the new benefits of copper access require a lot more than simply throwing bonded-copper technology into a DSLAM. It requires a purpose-built, scalable and efficient architecture that supports existing operations procedures and is designed to minimize TCO.

More bandwidth over greater distance equals more broadband access revenues, more OTT service opportunities and more satisfied customers. Actelis’ broadband solutions give operators the strongest business case for Ethernet business and cloud-based service roll outs to the SME by helping them offer more high-performance bandwidth to more customers. Figure 1 shows Actelis’ competitive advantages in bandwidth and distance over a leading competitor, as proven in a recent CLEC customer’s network. □



Actelis brings more bandwidth to more customers over greater distances

To learn more about how you can catch the wave of SME business Ethernet services by building more efficient, scalable and high-performance broadband access networks that are carrier-class and offer industry-leading rate, reach and reliability, visit Actelis at <http://www.actelis.com> or contact us at [efm-sales@actelis.com](mailto:efm-sales@actelis.com). Like us on Facebook and follow us on Twitter @Actelis.