

Cashing In On Serving SMBs With “Bandwidth to the Building” Using Actelis Networks

Having chosen the location of their operations based on cost and convenience, most small and medium business customers (SMBs) are located well outside the fiber footprint. Getting fiber to them is too expensive given the moderate demand that they represent individually, but collectively SMBs represent a huge market opportunity as they drive nearly 70% of the economy worldwide and are starting to use the network and cloud services much more intensively to level the competitive playing field.

What’s the best way to cash in on this opportunity? You can advertise services across the metro, allow Sales to wander wherever they feel prospects may exist, and deal with provisioning services where they are sold. Or you can heighten your profitability by taking a much more strategic approach enabled by Actelis Networks.

The “Bandwidth to the Building” approach involves identifying those buildings that offer the more lucrative SMB opportunities, and then installing bandwidth to those buildings using Ethernet First Mile over Copper Ethernet access device from Actelis into the main telco equipment closet. Sales is then told where bandwidth has been made available so that they can target these buildings.

So what are the advantages of taking Bandwidth to the Building with Actelis?

- CapEx cost synergies occur when serving multiple customers with a single EAD, enabling service operators to be price competitive and realize good margins.
- Operators can keep traffic secure, and offer both copper and fiber interfaces to reach all floors.
- Sales is more efficient due to reduced travel time and a focus on selling bandwidth where it is available
- Sales wins are easier when bandwidth is available immediately
- Early adopter customers in the building frequently recommend services to other tenants
- Quick trial offerings that are less complex and costly to do can dramatically increase “take rate”
- All future bandwidth upgrades for customers can be handled remotely

Operators used similar strategy with fiber for years, because they had to try and recover the very high up front cost of installation as quickly as possible. A Bandwidth to the Building strategy powered by Actelis Networks’ G.SHDSL and VDSL2-based EFM over Copper solutions involves much lower cost and faster time to market than fiber, but can be equally effective at reducing cost while satisfying customers and building market share.

By turning copper into a strategic asset with Actelis’ Bandwidth to the Building solution, service operators gain an effective way to combat the competitive threat posed by cable operators. And with Actelis’ superior transmission technology, operators can reach many customer buildings with up to 100s of Mbps and offer N x 10 Mbps services throughout the metro.

