

Small Customers, Big Revenues Thanks to EFM over Copper

Small and Medium business (SMEs) may have been considered by some service operators as being less important customers than larger companies in the past. But these smaller customers are not only extremely important to the economy (SMEs account for 58% of the EU's economic output, for instance), they are also becoming increasingly important consumers of broadband services.

The shift towards e-commerce, mobile-commerce and video applications, plus the availability of IT expertise, applications, and network infrastructure via the Cloud, have created a dramatic increase in SMEs bandwidth requirements. This has completely altered the balance in importance between SME and large business customers from the service providers' perspective. . The escalating demand for bandwidth among SMEs creates opportunity for service providers to generate important new revenue streams. But only if they can get the bandwidth where it is needed cost effectively.

Actelis' Ethernet over Copper portfolio enables service operators to cost effectively respond to this changing environment, utilizing their existing copper infrastructure to quickly reach the increasingly important SME customers to earn more revenues and fight off competition from the cable companies. Cost optimized options in Ethernet access devices allow serving one customer in a building cost effectively, and gives operators the ability to take 'bandwidth to the building' that can be sold to multiple SME customers per building in a more aggressive strategy.

Getting competitive bandwidth to the multi-tenant buildings before the competition makes gaining market a reality. For more information please contact info@actelis.com