



BUILDING HIGH-SPEED DATA OVER VOICE NETWORKS

CASE STUDY

CHALLENGE

A major U.S. regional carrier needs to create a high-speed data network using its existing voice infrastructure in more than 300 metropolitan and rural markets. Without this service upgrade, the carrier stands to lose significant high-value business and residential customers to new providers of high-speed services in many of its key markets.

STRATEGY

Design and deploy a DSLAM solution rapidly and efficiently while maintaining the highest standards of quality with each deployment.

RESULTS

By working with ADC, the carrier realizes the value of an integrated, multiservice solution, along with exceptional quality and the services scalability needed to meet its aggressive timetables for the infrastructure expansion.



BUSINESS CHALLENGE

In response to growing customer demands for high-bandwidth services and competitive challenges to meet these needs, a major U.S. regional carrier chose to implement a technology strategy utilizing digital subscriber line access multiplexing (DSLAM) devices. By using DSLAM, the carrier would add high-speed access services to its existing wireline network, which would also generate new revenue with a minimal investment.

The major business challenge revolved around the timeline for the delivery of these new services, and the scale of the roll out. An ambitious and assertive approach was required to prevent customer defections to alternative service providers, and to add new revenue.

To meet the challenges of installing DSLAM solutions in more than 300 locations and within an aggressive timetable, the carrier selected ADC as a services partner for all 300 plus deployments. ADC's large national footprint, resources and experience in multivendor, multitechnology and multiservice network environments made ADC the best choice for this critical service rollout.



ADC SOLUTION

As a first step, ADC provided detail engineering to ensure the best-possible design coupled with an extremely detailed and comprehensive understanding of the materials and scope of work. The engineering phase included work on nearly 100 ATM projects and 500 standard density DSLAMs, as well as engineering for host/subtending configurations, central office collocation environments and customer premise environments.

To ensure that all required equipment, parts and materials would be available as needed to complete each deployment project, ADC acted as the procurement agent for the carrier and handled all of the supply-chain management needs. This included:

- Material tracking systems
- Processes for receiving equipment at ADC distribution and staging centers
- Material storage
- Material kitting and packaging
- Staging for shipment to the end locations
- Shipping and receiving at the final destinations

As well, ADC pre-assembled and tested all the equipment prior to shipment to the worksite to ensure that all the equipment was completely functional and ready to be installed. This crucial step eliminated any unnecessary delays due to equipment failure.

ADC then installed more than 200 high-density DSLAM systems in various configurations ranging from remote single bay to multi-bay hubs systems. ADC also connected the low-density remote

DSLAMs to the carriers ATM backbone or to subtend off-hub sites. These installations also included fully grounded plug-in equipment storage cabinets for ongoing parts replacements.

ADC service teams handled all commissioning and integration. This process included:

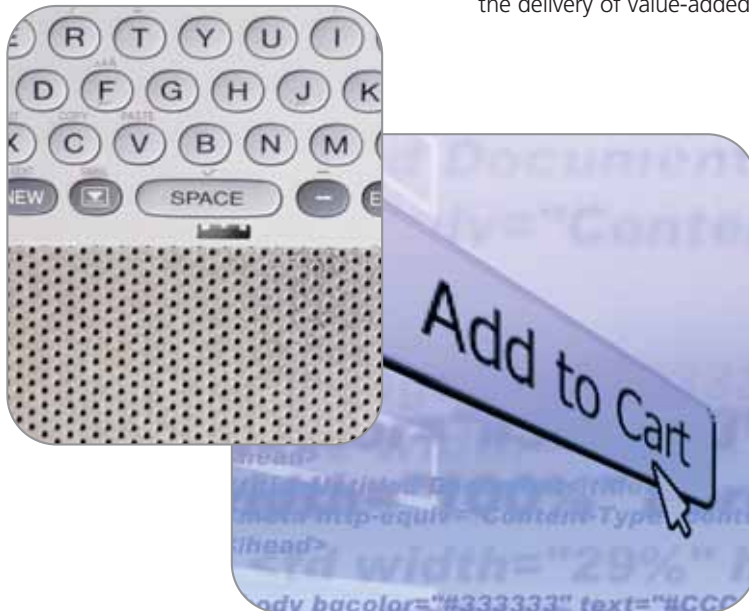
- Test and turn-up of each shelf
- Provisioning of options to meet the requirements of the network
- End-to-end testing for network functionality
- Integration of various monitoring equipment for remote monitoring of the network switches and routers

BENEFITS

In all, ADC provided the carrier with:

- Design and detail engineering services
- Procurement and assembly solutions
- Materials management
- Installation
- Test and turn-up
- Commissioning and integration
- System upgrades
- Preparation for remote monitoring

The true benefit for the carrier rested in outsourcing the complexity of a large-scale project to one services partner that could handle the delivery of such a broad range of services, both on-time and on budget. ADC met the carrier's need for a rapid deployment while maintaining the highest possible quality standards, which dramatically improved the carrier's competitive position and ability to capture new revenue from the delivery of value-added high-speed services.



ABOUT ADC PROFESSIONAL SERVICES

Through its Professional Services organization, ADC helps plan, deploy and maintain telecommunications networks throughout the United States and Europe. ADC's unique experience in multivendor, multitechnology, multiservice solutions makes ADC the ideal choice for projects that require an in-depth, hands-on understanding of simple to complex network environments.

PLANNING SERVICES

- Program and Project Management
- Network and Inventory Audit
- Engineering

DEPLOYMENT SERVICES

- Program and Project Management
- Engineering
- Material Services
- Preconfigured Equipment Solutions
- Power Services
- Installation Services
- Commissioning and Integration
- Provisioning
- Decommissioning and Removals

MAINTENANCE SERVICES

- Program and Project Management
- Service Call Center and Dispatch
- Technical Assistance Center
- Scheduled Preventive Maintenance
- Emergency Corrective Maintenance
- Field Resource Support
- Circuit Provisioning
- Logistic Services
- Spares Management

ADC Professional Services offers comprehensive solutions for network operators delivering voice, video and data services over wireless, wireline and cable networks. Learn more at www.adc.com/professionalservices



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