



Adapto IP of Norway recognized that a significant market segment of potential IP telephony customers was being neglected. Sure, many of the larger telecommunication providers had provisioned their enterprise clients and were establishing a residential customer base, but small businesses in Europe were still demanding a cost-saving Voice over IP solution. This led Adapto IP to conduct an extensive search for a viable, stable and secure IP telephony system designed for the small business customer – and specifically those businesses throughout Europe with five to fifty employees.

One of the considerations that Adapto IP had to keep in mind was that Norwegian business customers were already accustomed to very good ISDN-service. Norwegian circuit switch operators generally maintain a 99.999% availability rate for their services, with flawless sound quality and undetectable time delay.

To win these small business customers the Adapto IP offering would not only have to be cost efficient and flexible, but it would need to be of very high quality as well. As Robin Rustad, the CEO of Adapto IP put it, "We knew that the business market demanded something extra to convert to IP. We already deliver this through better functionality, smarter solutions and total customer service. But for us to compete in these entrenched ISDN markets, voice quality and general stability were also paramount. No one can survive in the small business market by delivering inferior quality."

During Adapto IP's lengthy due diligence process, they evaluated several of the leading VoIP system providers including Nortel, Alcatel, Ericsson, Avaya, CirPack and Cisco.

"When the Linksys One solution was presented in November 2005, they stepped ahead of the competition," says Robin Rustad. "One of the unique attractions of the Linksys One solution for us was the flexibility in managing and maintaining the system for all of our connected small business customer sites. With Linksys One, new software versions are deployed systematically from the Linksys One Service Node to our customers' services router."

Service Provider Profile

Company

Adapto IP

Location

Oslo, Norway

General Manager

Robin Rustad, CEO

Adapto IP delivers full quality phone service throughout Norway, including basic PBX features, with a target market of approximately 100,000 businesses. Their plans are to continue to expand Linksys One product offerings to deliver further value to their customers. The company will be launching the same Linksys One service in Northern Italy, with a total market of nearly 750,000 potential business customers.

Customer Profile

Company

Uno Business Solution A/S

Location

Drammen, Norway

General Manager

Ole Nysaether

Employees: 150

Uno Business Solution A/S is a professional, business market call centre in Drammen, Norway who just acquired their Linksys One solution from Adapto IP. "For us, a reliable and professional phone system is absolutely critical. We make more than 600 phone calls a day, and need to display our professionalism to all our customers.", says Ole Nysaether, Uno's general manager, "We have yet to experience a single malfunction with our new solution from Adapto IP, and its dynamic features fit us much better than a traditional ISDN-based system".

"Another critical element of our decision to choose the Linksys One solution, from both a Service Provider and small business customer perspective, was that we could offer a system that scales to a customer's evolving needs. With Linksys One, our customers can add Linksys One Ready data networking equipment to the offering – Ethernet or Gigabit switches with Power over Ethernet and Network Attached Storage. Linksys One CPE devices, the IP phones, the Services Routers, the Linksys One Ready switches and storage devices are all integrated to work together and be remotely managed. Now we could offer a solution beyond voice to our customers that they could use now or add to later when they needed it."

By the end of July 2006, Adapto IP's Linksys One Service Node was up and running and they embarked on real-life, end-user testing. "In our testing and when we deployed the Linksys One solution to our customers we found

that it delivered flawless sound quality, rivalling the best available ISDN-services."

"As far as we're concerned, the Linksys One solution has already proven its worth in the market. Our customers have responded particularly well to the voice quality and reliability of the system and Adapto IP's ability to monitor and service their PBX-functionality on-line. The Linksys One solution is flexible, and can easily be adapted to our customers' special needs, often by the customers themselves."

With Linksys One, Adapto IP has been able to penetrate and succeed in delivering an IP solution in one of the most competitive and quality-focused ISDN-markets in the world. The response from their customers is very satisfying, and the ambitious communications provider is already planning entry into other European markets – Northern Italy being their next venture.

Adapto IP's Linksys One Network Solution:

Structure

- Centralized Services Node for call handling and software provisioning (one SN10 unit in Oslo. Additional SN10 unit planned for Milan, Italy)
- MPLS-based broadband routing. Broadband is sold as ADSL, SHDSL and fibre. Bandwidth is guaranteed.
- Activated VPN encryption to ensure customer security and confidentiality
- Customer's on site Linksys One Services Router handles QoS for prioritizing voice, video and data
- CPE (Services Router, IP Phones) is Linksys One only
- Adapto IP-branded broadband service replicates same prioritization as customer's on site Services Router

Results

- Average roundtrip delay within own network: 21ms
- Average packet loss within own network: 0,0000%
- Average jitter within own network: 0,0000%
- Average broadband availability through first 4 months of operation and testing: 99,992%
- Average service availability (CPE and Service Node) through first 4 months of operation and testing: 99,998%

