



› DELIVER BEST-IN-CLASS MOBILE BROADBAND SERVICES TO ANYONE, ANYWHERE

NORTEL



Bouygues Telecom, France

At its inception in 1996, Bouygues Telecom set a goal to become the benchmark personal communications operator by offering customers easy-to-use, high-quality products and services at an accessible price.

Case Study

EDGE technology with BSS 15.1 load

Customer: Bouygues Telecom

Challenge: To allow Bouygues Telecom to deliver the best mobile broadband services available to anyone, anywhere

Solution: High data throughput with a Nortel EDGE solution. Most recently, Bouygues Telecom has deployed the GSM BSS 15.1 release.

Benefits: Bouygues Telecom is now providing wireless broadband services to an area that covers 90 percent of the population of France. The Nortel solution has improved data performances, enhanced subscriber quality-of-experience and reduced operating costs.

Bouygues Telecom turned to Nortel for an EDGE solution, and deployed the GSM BSS 15.1 release to enhance quality-of-experience and reduce operating costs.

The path Bouygues Telecom has chosen for developing the mobile multimedia broadband services market is via its hugely popular i-mode offering. Bouygues Telecom's objective has been to enable its customers to access a wide selection of broadband services with their mobile phones or laptops from the countryside, small villages, major metropolitan areas — any location in France — and, in so doing, to deliver an unsurpassed quality-of-experience.

To address this challenge, Bouygues Telecom turned to Nortel for an EDGE solution, and deployed the GSM BSS 15.1 release to enhance that quality-of-experience and reduce operating costs.

The milestones

In May 2005, Bouygues Telecom put its confidence in Nortel to deliver a reliable and best-in-class EDGE network, and hit the road to launch its new network, offering mobile broadband services to any and all end users throughout France. The outcome of this objective was 85 percent coverage of the entire country.

In August, Bouygues Telecom deployed the BSS 15.1 release, improving data performances, enhancing quality-of-experience and reducing operating costs further still.

Then in October, Bouygues Telecom launched EDGE for the mass market, achieving coverage of more than 90 percent of the population by the year's end. This launch enabled Bouygues Telecom to offer new i-mode services, such as live TV, and enhanced existing i-mode services — music downloads, instant messaging and multimedia messaging among them.

Proof positive

Thanks to the EDGE launch and BSS 15.1 load traffic has increased significantly and usage has also developed, with EDGE customers consuming much more than GPRS ones.

Network reactivity has been improved thanks to a Round Trip Delay enhancement down to 220 milliseconds on subsequent ping. End-user throughput has been greatly improved, enabling, for example, the *www.tfl.fr* Web page to be downloaded in half the time required with the previous load.

Moreover, the BSS 15.1 release has helped Bouygues Telecom reduce network operating costs, improving by 50 percent BSCe3 upgrade duration. And thanks to the centralized software downloading feature, BTS upgrade time was reduced by more than 40 percent.

Why Nortel?

Nortel has been supplying wireless infrastructure and services to Bouygues Telecom since 1996, and is today the GSM access supplier for more than 90 percent of its network. Nortel and Bouygues Telecom have been working together very closely to deliver innovative and cost-effective solutions. For example, Bouygues Telecom was the first, in 1997, to deliver “digital sound” with EFR. This BSS 15.1 deployment now takes data performances to a new level.

Nortel’s EDGE solution is designed to deliver the capacity and the performance needed to offer high-speed 3G-like data services. EDGE shares spectrum and radio resources with GSM and GPRS, thus solving the spectrum availability dilemma for service providers aspiring to offer 3G services, and allowing for a highly flexible implementation that minimizes network impact and costs.

In addition, Nortel’s EDGE technology has a superior power amplifier solution. This power advantage enhances EDGE performance by optimizing the use of the most efficient modulation and coding schemes and increasing data rates by up to 20 percent. Other commercial implementations may offer lower output power for 8PSK coding schemes, meaning Nortel’s basic implementation can offer more throughput and/or more coverage for high data rates.

Confidence

Thanks to these value-added abilities, Bouygues Telecom was confident in Nortel’s ability to deliver a highly-reliable EDGE solution that fit their market requirements. With the introduction of the BSS 15.1 load on its network, quality, reliability and throughput (up to 220 kbps) have been meeting Bouygues Telecom’s expectations to deliver best-in-class 3G-like services nationwide, extending to end users across France a very positive quality-of-experience.

As a leader in wireless technology for over a decade, 1,500 wireless patents globally and significant investments in R&D, it’s easy to see how Nortel’s wireless technology enhances the human experience, ignites global commerce and secures and protects the world’s most critical information. EDGE technology offers the type of high-speed mobility with access to multiple applications that both consumers and mobile professionals demand. The BSS 15.1 release helps Bouygues Telecom provide its subscribers with a best-in-class EDGE network with performances that significantly improve end-user quality-of-experience.

With a strategy of enriching i-mode content to everyone in France, Bouygues Telecom’s objective of deploying a nationwide high-quality wireless broadband network has, with Nortel’s assistance, been realized.



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Nortel is a recognized leader in delivering communications capabilities that enhance the human experience, ignite and power global commerce, and secure and protect the world's most critical information. Serving both service provider and enterprise customers, Nortel delivers innovative technology solutions encompassing end-to-end broadband, Voice over IP, multimedia services and applications, and wireless broadband designed to help people solve the world's greatest challenges. Nortel does business in more than 150 countries. For more information, visit Nortel on the Web at www.nortel.com.

For more information, contact your Nortel representative, or call 1-800-4 NORTEL or 1-800-466-7835 from anywhere in North America.

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