

Motorola Netopia® Broadband Server and 2200 Series Netopia ADSL2+ Gateways

Iowa Telecom



TECHNICAL CASE STUDY

Industry/Market

DSL service provider

Customer Profile

Iowa Telecom is the second-largest local telephone company in Iowa, serving more than 440 communities across the state.

The Challenge

To position Iowa Telecom to scale its DSL business by streamlining CPE installation and reducing support call volumes

The Solution

Motorola 2200 Series Netopia ADSL2+ Gateways paired with Motorola's Netopia Broadband Server device management platform for automated installation

The Benefits

The 2241N Netopia ADSL2+ Gateway signals the NBBS device management platform, which automatically downloads Iowa Telecom's custom configurations to the router. The NBBS system also streamlines ongoing device management.

Overview

Since arriving on the market nearly a decade ago, xDSL technology has remained a challenge for service providers to cost-effectively deploy. A combination of technical limits—in particular, local loop lengths from the central office (CO)—and the convoluted installation of customer premise equipment (CPE) has proven to be a major hurdle in scaling DSL deployments. To solve the problem, Iowa Telecom, the second-largest local telephone company in Iowa, serving over 440 communities across the state, is using 2200 Series Netopia gateways paired with Motorola's Netopia Broadband Server (NBBS) device management platform for automated installation, neatly addressing both technical and CPE challenges with one cost-effective solution.

“Since switching to the Motorola solution we now use just one modem for all deployments, which has greatly streamlined our product launches and reduced the volume of calls to the technical support desk.”

Jim Phipps, Marketing Director
Iowa Telecom

“Prior to the Motorola solution we were using three different modems to deploy our DSL service,” says Jim Phipps, marketing director at Iowa Telecom. “One modem for customers on CLEC networks, one for ILEC customers, and one for customers on ILEC local loops longer than 18,000 feet. Since switching to the Motorola solution we now use just one router for all deployments, which has streamlined our product launches and reduced the volume of calls to the technical support desk.”

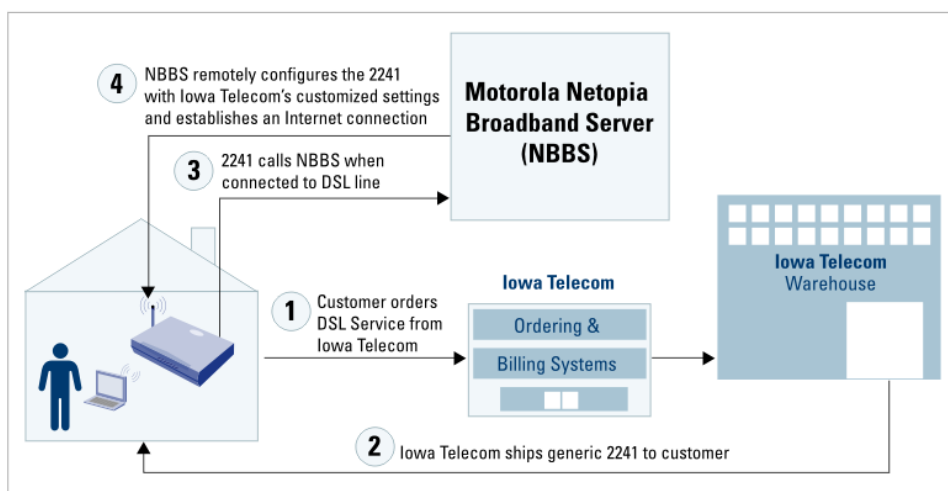
Motorola Netopia 2241N Gateway with Remote Management Solves the Problem

In their search for a DSL router that could meet all of their deployment needs, Iowa Telecom evaluated the 2241N, a single-port, 10/100 Ethernet-wired ADSL2+ gateway with a USB port. The 2241N met Iowa Telecom’s demands—there was no service degradation for all levels of DSL service, even at loop lengths of up to 25,000 feet. The 2241N consistently delivered bandwidth well in excess of 3 mbps, Iowa Telecom’s highest-bandwidth DSL service offering, while meeting the telco’s stringent quality of service (QoS) requirements.

A distinguishing feature of the 2241N was the ability to put a customized gateway into service. Iowa Telecom’s customization requirements included Central Time Zone settings, default passwords, and filters to limit support access to Iowa Telecom support IP addresses.

To accomplish this, Iowa Telecom downloaded the required settings through NBBS, Motorola’s industry-leading TR-069 remote management system. The process was straightforward, and Iowa Telecom’s custom configuration was loaded into NBBS as a unique SKU. Iowa Telecom is now able to ship a generic 2241N directly to the customer. When deployed by the user, the gateway “calls home,” signaling the NBBS server, which automatically downloads all of Iowa Telecom’s custom configurations to the gateway. From the customer point of view, the process is seamless: simply deploy the generic 2241N and it automatically customizes itself to Iowa Telecom settings.

The NBBS system also streamlines ongoing device management of Iowa Telecom’s CPE. Any changes to Iowa Telecom’s configuration or firmware updates are automatically downloaded to subscribers’ 2241N gateways as needed. This process is transparent, and ensures that customers are kept up-to-date with the most current functionality.



Ready To Scale Up the Business

"The Motorola gateway and management solution has allowed us to deliver plug-and-play installation capabilities, which are so much easier for customers than previous methods," Phipps says. "Because the gateway is self-configuring, the customer is shielded from technical complexity and the possibility for error that entails. Installing the gateway is now a short and easy three-step process.

"I'm very pleased with our move to a single product solution, the reduction in support calls, and the increase in subscriber satisfaction," he continues. "All three of these achievements position Iowa Telecom to scale its DSL business rapidly."

Drew Sutton, network administrator at Iowa Telecom, adds, "Things couldn't be better. The Motorola solution is working for us better than I could have anticipated."



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