

## Building Smarter Networks for Vodafone



Vodafone India is the second largest operator in India with 18.42% market share. It has grown its network enormously to 75 Mn 4G users, 17 circles in 3G & 18 circles in 4G. Currently Vodafone is working on market leadership position through merger with Idea. To stay strong in fixed broadband market, it has started deploying FTTH/X by acquiring leading ISP You Broadband which has connected 200000 homes, laid 3000Kms Fibre network, 6000Kms of last mile access with presence in 12 cities.

Sterlite Tech is a global technology leader in smarter digital infrastructure. The Company engages in six continents and more than 100 countries, with a digital networks focused business panning across products, services and software – optical communication

products, network & system integration services and OSS/BSS software solutions.

Sterlite Technologies Ltd is working with Vodafone in all the three domains products, services and solutions by delivering smarter networks. Starting from optical cable fibre, FTTH/X solution, Network Integration, FTTH/S SNL Infrastructure, Mobility Wi-Fi, Packet Core Mediation, Mobility CGNAT (Carrier Grade Network Address Translation), Enterprise Wi-Fi Core, Mobile Data Offload App & Enterprise AAA, we are offering them a complete platter of our offerings.

### Network Challenges

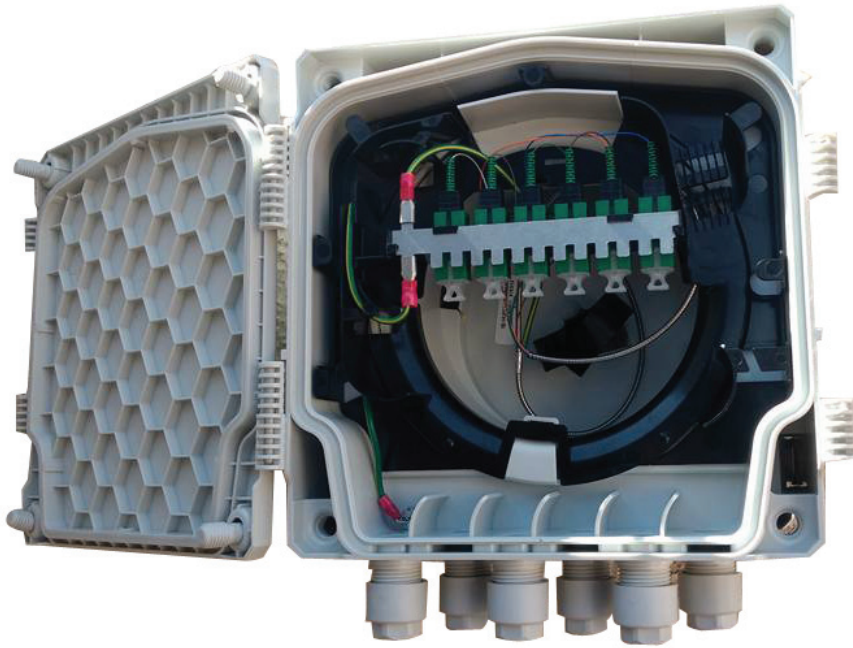
- Congestion in its 3G/4G Radio networks
- Network segments with very high

losses affecting its overall reliability & life time

- Need for superior customer experience
- Slow pace of Network rollouts
- Inconsistent Network Quality during deployment and availability of Skilled Field resources

Existing network has high losses with low quality resulting in shorter network life. Bad deployment practices results in frequent fibre cuts and poor restoration. The implementation pace is also very slow. Biggest challenge lies in providing superior customer experience with high performance and stability of the network. Also providing optimizing spectrum availability in order to reduce 3G/4G radio access congestion is a big challenge.





### Impact of Sterlite Offerings

Sterlite Technologies Ltd. has been a recognised preferred supplier who has offered next generation of fibre products (OFC), technology consulting along with smarter Plug & Play E2E Solution to You BB. Sterlite OSS/BSS and Wi-Fi solutions have helped Vodafone to provide a Superior customer experience including opening new stream of revenue.

- Our Packet Core solution including CGF-Mediation helped in Processing, Mediation, Rating, Co-relating Packet core Usage records generated from Vodafone Internet Gateways for PAN India Mobility and Enterprise Data Traffic helped to deliver superior customer experience.
- Our Mobility WiFi solution enabled Vodafone for Seamless Mobile Data Offload to WiFi network

thus reducing the 3G/4G radio access congestion and optimizing spectrum availability. This also helped in Offloading of Vodafone users and Non -Vodafone users with voucher based walk-in scenarios.

- Our CGNAT(Full form is Carrier Grade Network Address Translation) solution based on DoT regulation helped to provide correlated Data usage and NAT Translation reports to Legal, Vigilance agencies. This is highly critical from compliance and SLA perspective at PAN India level along catering to approx 140Bn IP records volume processing per day.
- Sterlite Tech designed Low loss Optical cables with high bend performance helped field team to overcome loss segments thus improving network life & deferring immediate investments.
- Using Sterlite Tech Smarter Plug

& Play Passive FTTH readymade

Kit solution, FTTX team were easily able to eliminate 40% of splicing thus resulting in faster rollouts with guaranteed network reliability.

- Sterlite Tech Academy certifications helped to overcome the low availability of skilled resources
- Using Sterlite Tech Network Integration services best installation practices were recommended which increased the quality of deployed network.

Thus with reduced access congestion, optimized spectrum availability, faster rollouts and improved network life, Vodafone will be able to deliver high customer experience.

