# CircleTel BizFibre Connect™ Product Document

## Business Internet Access (BIA) - DFA Wholesale Service

### Version 2.0 - September 2025

## EXECUTIVE SUMMARY

CircleTel BizFibre Connect™ delivers enterprise-grade fibre connectivity to South African businesses through DFA’s wholesale Business Internet Access (BIA) infrastructure, paired with Reyee’s cloud-managed networking equipment. This managed service provides symmetrical, uncapped internet with guaranteed service levels and professional-grade hardware.

### Key Value Propositions:

* **Symmetrical speeds** from 10 Mbps to 200 Mbps
* **Enterprise-grade routers** with FREE cloud management
* **Low contention ratio** of 1:10 for consistent performance
* **99.5% uptime SLA** with service credits
* **Professional installation** within 5-10 business days
* **Flexible hardware options** to maintain competitive pricing
* **24/7 local technical support**

### Strategic Partnership:

* **Network Provider**: DFA (Dark Fibre Africa)
* **Hardware Partner**: Reyee/Ruijie via Scoop Distribution
* **Cloud Platform**: Ruijie Cloud (FREE lifetime access)

## 1. PRODUCT PORTFOLIO

### 1.1 Service Tiers

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Package Name** | **Speed** | **Monthly Price** | **Router Included** | **Target Market** |
| **BizFibre Connect Lite** | 10/10 Mbps | R1,699 | Reyee RG-EW1300G | Micro businesses, home offices |
| **BizFibre Connect Starter** | 25/25 Mbps | R1,899 | Reyee RG-EG105G\* | Small offices, retail stores |
| **BizFibre Connect Plus** | 50/50 Mbps | R2,499 | Reyee RG-EG105G-P\* | Growing SMEs, multi-user offices |
| **BizFibre Connect Pro** | 100/100 Mbps | R2,999 | Reyee RG-EG305GH-P-E\*\* | Medium businesses, heavy cloud usage |
| **BizFibre Connect Ultra** | 200/200 Mbps | R4,373 | Reyee RG-EG310GH-P-E\*\* | Large offices, mission-critical operations |

\*Requires R500 upfront hardware contribution \*\*Available on rental basis at R99-149/month

### 1.2 Contract Terms

* **24-month contracts**: Standard pricing as listed above
* **12-month contracts**: Available with 20% premium
* **Month-to-month**: Available after initial term completion

## 2. TECHNICAL SPECIFICATIONS

### 2.1 Service Architecture

**Network Technology:** - DFA Business Broadband managed service - Fibre-to-the-Business (FTTB) infrastructure - Active Ethernet delivery - Enterprise-grade Reyee routers and gateways

**Performance Guarantees:** | **Metric** | **Specification** | **SLA Commitment** | |———–|——————|——————–| | **Uptime** | 99.5% minimum | R1,000 credit per % below | | **Latency** | <5ms metro, <15ms national | Best effort | | **Packet Loss** | <0.1% | Best effort | | **Jitter** | <2ms | Best effort | | **Contention Ratio** | 1:10 maximum | Guaranteed |

### 2.2 Hardware Specifications by Tier

#### BizFibre Lite - Reyee RG-EW1300G

* **WiFi**: 802.11ac Wave 2 (1267 Mbps)
* **Ports**: 4× Gigabit LAN + 1× WAN
* **Users**: Up to 96 concurrent devices
* **Coverage**: 230m² (2,500 sq ft)
* **Management**: Ruijie Cloud + Mobile App

#### BizFibre Starter - Reyee RG-EG105G

* **Throughput**: 600 Mbps
* **Ports**: 5× Gigabit (2 WAN capable)
* **Users**: 100 concurrent
* **Features**: Load balancing, QoS, firewall
* **Management**: Cloud + Web UI

#### BizFibre Plus - Reyee RG-EG105G-P

* **Same as Starter PLUS**:
* **PoE**: 4× 802.3af/at ports (54W)
* **Use Case**: Power IP phones, cameras

#### BizFibre Pro - Reyee RG-EG305GH-P-E

* **Throughput**: 1.5 Gbps
* **Ports**: 5× Gigabit (4 WAN capable)
* **PoE**: 4× ports (60W budget)
* **VPN**: 64 tunnels (IPSec, OpenVPN, L2TP)
* **Users**: 350 concurrent

#### BizFibre Ultra - Reyee RG-EG310GH-P-E

* **Throughput**: 1.5 Gbps
* **Ports**: 10× Gigabit (4 WAN capable)
* **PoE**: 8× ports (110W budget)
* **VPN**: 64 tunnels
* **Users**: 350 concurrent

## 3. SERVICE FEATURES

### 3.1 Standard Features (All Packages)

| **Feature** | **Description** | **Business Value** |
| --- | --- | --- |
| **Uncapped Data** | No usage limits or throttling | Predictable costs |
| **Symmetrical Speed** | Equal upload/download | Cloud-ready performance |
| **Cloud Management** | FREE Ruijie Cloud platform | Remote monitoring & control |
| **Professional Router** | Enterprise-grade hardware | Reliability & performance |
| **24/7 Support** | Local technical assistance | Business continuity |
| **Professional Installation** | Certified technician setup | Optimal configuration |
| **API Integration** | REST API for automation | System integration |

### 3.2 Optional Add-Ons

| **Service** | **Monthly Price** | **Description** |
| --- | --- | --- |
| **Static IP Address** | R99 | Single public IPv4 address |
| **IP Block (/29)** | R399 | 5 usable public IPs |
| **Redundancy Service** | R599 | Automatic LTE/5G failover |
| **Priority Support** | R299 | 2-hour SLA response time |
| **Advanced Security** | R199 | Enhanced firewall protection |
| **Router Insurance** | R49 | Hardware replacement cover |

## 4. PRICING STRUCTURE

### 4.1 Hardware Financing Options

#### Option A: Included Hardware (Lite Only)

* **BizFibre Lite**: Router included at no extra cost
* **Value**: R595 retail value included

#### Option B: Upfront Contribution (Starter/Plus)

| **Package** | **Monthly Service** | **Hardware Contribution** | **Router Value** |
| --- | --- | --- | --- |
| **Starter** | R1,899 | R500 once-off | R1,395 |
| **Plus** | R2,499 | R500 once-off | R1,625 |

#### Option C: Monthly Rental (Pro/Ultra)

| **Package** | **Monthly Service** | **Router Rental** | **Total Monthly** |
| --- | --- | --- | --- |
| **Pro** | R2,999 | R99 | R3,098 |
| **Ultra** | R4,373 | R149 | R4,522 |

### 4.2 Installation and Setup Fees

| **Service** | **Standard Fee** | **Current Promotion** |
| --- | --- | --- |
| **Standard Installation** | R2,500 | FREE (first 100 customers) |
| **Complex Installation** | R3,500 | 50% discount |
| **Site Survey** | R1,500 | FREE |
| **Router Configuration** | R500 | Included |

### 4.3 Cost Analysis (Internal Use)

**Revised Margin Analysis with Router Strategy:**

| **Package** | **Revenue** | **DFA Cost** | **Infrastructure** | **Router/Month**\* | **Total Cost** | **Margin** |
| --- | --- | --- | --- | --- | --- | --- |
| **Lite** | R1,699 | R999 | R122 | R18 | R1,139 | 33.0% |
| **Starter** | R1,899 | R999 | R122 | R21\*\* | R1,142 | 39.8% |
| **Plus** | R2,499 | R1,422 | R122 | R21\*\* | R1,565 | 37.4% |
| **Pro** | R2,999 | R1,731 | R122 | R0\*\*\* | R1,853 | 38.2% |
| **Ultra** | R4,373 | R2,875 | R122 | R0\*\*\* | R2,997 | 31.5% |

*Router cost amortised over 24 months* ***Customer pays R500 upfront, reducing monthly impact*** Router rental covers full cost

## 5. CLOUD MANAGEMENT PLATFORM

### 5.1 Ruijie Cloud Features

**Core Capabilities:** - **FREE Lifetime Access**: No subscription or licensing fees - **Multi-Site Management**: Manage multiple locations from one dashboard - **Zero-Touch Provisioning**: Auto-discovery and configuration - **Mobile Management**: iOS and Android apps - **Real-Time Monitoring**: Traffic, performance, and user analytics - **API Integration**: REST API for BSS/OSS integration

**Management Interface:** - Web Portal: cloud.ruijie.com.cn - Mobile Apps: Reyee Router App - Local Access: Web GUI per device - API Access: REST/JSON

### 5.2 Self-Organizing Network (SON)

**Automated Network Intelligence:** - Auto-discovery of Reyee devices - Automatic mesh topology optimisation - Self-healing network recovery - Dynamic load balancing - Automatic channel selection - Interference mitigation

### 5.3 API Integration Architecture

┌─────────────────┐ ┌──────────────────┐ ┌─────────────────┐  
│ Ruijie Cloud │────▶│ CircleTel NOC │◀────│ AgilityGIS │  
│ Controller │ │ Dashboard │ │ BSS │  
└─────────────────┘ └──────────────────┘ └─────────────────┘  
 │ │ │  
 ▼ ▼ ▼  
┌─────────────────┐ ┌──────────────────┐ ┌─────────────────┐  
│ Customer CPE │ │ ECHO SP Core │ │ Customer Portal │  
│ (Reyee) │ │ Network │ │ │  
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## 6. SERVICE DELIVERY

### 6.1 Installation Process

**Standard Timeline: 5-10 Business Days**

| **Day** | **Activity** | **Responsible Party** |
| --- | --- | --- |
| **Day 1** | Order placement and validation | Sales Team |
| **Day 1-2** | Feasibility check with DFA | Technical Team |
| **Day 2** | Hardware allocation (Reyee router) | Warehouse |
| **Day 3** | Customer confirmation and scheduling | Customer Service |
| **Day 4-8** | Physical installation | DFA/Installation Partner |
| **Day 9** | Router configuration via Cloud | Technical Team |
| **Day 10** | Service activation and handover | Customer Success |

### 6.2 Service Activation Requirements

**Customer Prerequisites:** - Valid business registration - Proof of premises occupation - 24-month debit order mandate - Signed service agreement - Hardware payment (if applicable) - Site access for installation

**Technical Requirements:** - Power outlet near termination point - Indoor space for router placement - Clear cable pathway - Building/complex approval (if required)

## 7. SUPPORT STRUCTURE

### 7.1 Support Tiers

| **Level** | **Channel** | **Hours** | **Response Time** |
| --- | --- | --- | --- |
| **Tier 1** | Phone/Email/Chat | 24/7 | 15 minutes |
| **Tier 2** | Remote diagnosis | 24/7 | 30 minutes |
| **Tier 3** | On-site support | Business hours | 4 hours |
| **Escalation** | Account manager | Business hours | 2 hours |

### 7.2 Remote Management Capabilities

**Via Ruijie Cloud:** - Real-time device status monitoring - Remote configuration changes - Firmware updates and patches - Traffic analysis and reporting - User access control - VPN tunnel management - PoE port control - Bandwidth management

### 7.3 Service Level Agreements

**Fault Resolution Targets:**

| **Severity** | **Description** | **Resolution Time** | **Credit** |
| --- | --- | --- | --- |
| **Critical** | Complete service loss | 4 hours | 1 day per hour over |
| **Major** | Degraded service (>50% speed loss) | 8 hours | 0.5 day per hour over |
| **Minor** | Reduced performance (<50% impact) | 24 hours | No credit |
| **Informational** | Non-impacting issues | 48 hours | No credit |

## 8. COMPETITIVE POSITIONING

### 8.1 Market Comparison

| **Feature** | **BizFibre Connect** | **Competitor Average** | **Advantage** |
| --- | --- | --- | --- |
| **Installation Time** | 5-10 days | 15-30 days | 66% faster |
| **Contract Flexibility** | 12/24 months | 36 months standard | More flexible |
| **Pricing** | R1,699-R4,373 | R1,899-R5,299 | 10-15% lower |
| **Router Included** | Yes (varied models) | Often extra cost | Better value |
| **Cloud Management** | FREE lifetime | Often subscription | Cost saving |
| **PoE Options** | Yes (Plus and above) | Limited | More versatile |
| **Multi-WAN** | Yes (all business tiers) | Premium only | Better redundancy |
| **Local Support** | 24/7 SA-based | Often outsourced | Superior service |

### 8.2 Unique Selling Points

1. **Reyee Technology Stack**: Enterprise features at SME pricing
2. **FREE Cloud Management**: Lifetime access to Ruijie Cloud
3. **Flexible Hardware Options**: From basic to enterprise routers
4. **DFA Network Quality**: Extensive metro coverage
5. **Transparent Pricing**: Clear hardware financing options
6. **Quick Deployment**: Faster than traditional business fibre
7. **Scalability**: Easy upgrades without infrastructure changes
8. **API Integration**: Full automation capabilities

## 9. MARKETING STRATEGY

### 9.1 Target Markets

**Primary Segments:** - Small to medium enterprises (5-50 employees) - Professional services (law firms, accountancies) - Retail and hospitality businesses - Branch offices of larger corporations - Co-working spaces and business centres

**Geographic Focus:** - Johannesburg CBD and Sandton - Cape Town City Bowl and Northern Suburbs - Durban CBD and Umhlanga - Pretoria and Centurion - Port Elizabeth and East London business districts

### 9.2 Launch Campaign

**“First 100 Customers” Promotion:** - FREE installation (save R2,500) - FREE setup and configuration - 50% off hardware contribution (Starter/Plus) - First month router rental FREE (Pro/Ultra) - FREE static IP for contract duration - Total value: Over R4,000

**Value Propositions by Tier:**

| **Tier** | **Key Message** | **Target Audience** |
| --- | --- | --- |
| **Lite** | “Professional internet with enterprise router included” | Home offices, startups |
| **Starter** | “Business-grade with dual-WAN capability” | Small offices |
| **Plus** | “Power your phones and cameras with built-in PoE” | Growing businesses |
| **Pro** | “Enterprise VPN and advanced security” | Medium businesses |
| **Ultra** | “Maximum performance with 8-port PoE” | Large offices |

## 10. OPERATIONAL REQUIREMENTS

### 10.1 Systems Integration

**Required Platforms:** - DFA wholesale portal for order management - Ruijie Cloud for device management - Echo service platform for network services - AgilityGIS for billing and provisioning - CRM system for customer management - Ticketing system for support

### 10.2 Inventory Management

**Initial Stock Requirements:** - 100× Reyee RG-EW1300G (Lite) - 20× Reyee RG-EG105G (Starter) - 10× Reyee RG-EG105G-P (Plus) - 5× Reyee RG-EG305GH-P-E (Pro) - 5× Reyee RG-EG310GH-P-E (Ultra)

**Reorder Points:** - Maintain 30-day buffer stock - Weekly stock reviews - Monthly forecasting

### 10.3 Team Structure

**Minimum Staffing Requirements:** - 2× Sales executives - 2× Technical support engineers (Reyee certified) - 1× Provisioning coordinator - 1× Account manager - 1× Network operations specialist

**Training Requirements:** - Reyee Basic Certification (all technical staff) - Reyee Advanced Certification (Tier 2 support) - Ruijie Cloud Administration (NOC team) - API Integration Training (Development team)

## 11. FINANCIAL PROJECTIONS

### 11.1 Year 1 Targets (Revised with Router Strategy)

| **Quarter** | **Customers** | **Monthly Revenue** | **Gross Margin** | **Notes** |
| --- | --- | --- | --- | --- |
| **Q1** | 25 | R56,213 | 32.5% | Building base |
| **Q2** | 50 | R112,425 | 35.8% | Optimising mix |
| **Q3** | 100 | R224,850 | 37.2% | Scale benefits |
| **Q4** | 150 | R337,275 | 38.5% | Mature operations |

### 11.2 Customer Mix Assumptions

| **Tier** | **% of Base** | **Average Revenue** | **Margin** |
| --- | --- | --- | --- |
| **Lite** | 30% | R1,699 | 33.0% |
| **Starter** | 25% | R1,899 | 39.8% |
| **Plus** | 25% | R2,499 | 37.4% |
| **Pro** | 15% | R3,098 | 35.0% |
| **Ultra** | 5% | R4,522 | 28.0% |

### 11.3 Break-even Analysis

* **Fixed costs**: R53,548/month
* **Average contribution**: R750/customer (after router costs)
* **Break-even point**: 72 customers
* **Target timeline**: Month 4

## 12. RISK MITIGATION

### 12.1 Identified Risks and Mitigation

| **Risk** | **Impact** | **Mitigation Strategy** |
| --- | --- | --- |
| **Router stock shortage** | High | Maintain 30-day buffer, multiple suppliers |
| **DFA price increases** | High | Lock 24-month wholesale rates |
| **Installation delays** | Medium | Partner with multiple installers |
| **Hardware failures** | Medium | Router insurance option, spare units |
| **Competition response** | Medium | Focus on service differentiation |
| **Customer churn** | High | Proactive account management |

### 12.2 Contingency Plans

* **Alternative hardware**: TP-Link Omada if Reyee unavailable
* **Alternative wholesale**: Openserve, Vumatel Business
* **Financial buffer**: Router rental model for margin protection
* **Service differentiation**: Enhanced managed services

## 13. SUCCESS METRICS

### 13.1 Key Performance Indicators

| **Metric** | **Target** | **Measurement Frequency** |
| --- | --- | --- |
| **Customer Acquisition** | 20/month | Monthly |
| **Churn Rate** | <2% | Monthly |
| **NPS Score** | >50 | Quarterly |
| **Average Revenue per User** | R2,400 | Monthly |
| **Router Rental Uptake** | 60% (Pro/Ultra) | Monthly |
| **Support Ticket Resolution** | <4 hours | Daily |
| **Network Uptime** | >99.5% | Real-time |
| **Cloud Adoption** | 100% | Monthly |

### 13.2 Review Schedule

* **Weekly**: Sales pipeline and installations
* **Monthly**: Financial performance and stock levels
* **Quarterly**: Strategic review and hardware strategy
* **Annually**: Contract renegotiation with DFA and Scoop

## APPENDICES

### A. Reyee Router Specifications

| **Model** | **Type** | **Users** | **Throughput** | **PoE** | **VPN** | **Dealer Cost** |
| --- | --- | --- | --- | --- | --- | --- |
| RG-EW1300G | WiFi Router | 96 | 1.2 Gbps | No | No | R435 |
| RG-EG105G | Gateway | 100 | 600 Mbps | No | Basic | R1,025 |
| RG-EG105G-P | Gateway | 100 | 600 Mbps | 4 ports | Basic | R1,195 |
| RG-EG305GH-P-E | Enterprise | 350 | 1.5 Gbps | 4 ports | 64 tunnels | R2,125 |
| RG-EG310GH-P-E | Enterprise | 350 | 1.5 Gbps | 8 ports | 64 tunnels | R2,525 |

### B. Sales Resources

* Proposal templates with hardware options
* ROI calculators including router costs
* Competitive battle cards
* Ruijie Cloud demo accounts
* Case studies

### C. Technical Documentation

* Network architecture diagrams
* Reyee configuration templates
* Ruijie Cloud API documentation
* Troubleshooting procedures
* VPN setup guides

### D. Operational Procedures

* Order processing workflow
* Hardware allocation process
* Installation checklist
* Cloud provisioning steps
* Billing procedures

### E. Legal Documentation

* Service agreement template
* Hardware rental terms
* Acceptable use policy
* Privacy policy
* SLA terms and conditions

### F. Supplier Information

**Scoop Distribution:** - Cape Town: +27 (0)21 555 4740 - Johannesburg: +27 (0)11 752 4740 - Sales: sales@scoop.co.za - Website: www.scoop.co.za

**Alternative Suppliers:** - GD Technologies: www.gdtechnologies.co.za - Miro Distribution: www.miro.co.za

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