



# Cable Telephony

## Vidéotron deploys G6 platform for Cable VoIP, gains over 75,000 voice customers in seven months

Vidéotron, a Québec-based Integrated Communications Provider (ICP), was facing increasing competition for video services from incumbent, so understood the tremendous value in adding primary line voice services to its video and data bundles.

Competitive pricing, speed and ease of rollout was crucial to proving-in their business case. Wanting to keep deployment costs low, Vidéotron decided it needed to fully utilize its existing HFC access network and Class 5 switching infrastructure, yet be prepared to deploy next generation PacketCable™ services down the road. By using their existing Class 5 switches and related back office processes like billing and provisioning, the company also felt that it could more quickly and easily deploy voice services broadly over its cable subscriber base, assuming the service proved successful in initial trials.

Success is an understatement for what has happened at Vidéotron. Initially deployed only in Québec City and a few communities surrounding Montreal, over 75,000 VoIP customers were added in the first seven months of service launch, making this is one of the fastest Voice over IP deployments ever seen.

Flush from the successes of their initial rollout, in August 2005 Vidéotron decided to make the service available to an additional 825,000 households across the Island of Montreal, so that now more than 1.5 million households in the province can subscribe to the service.

### OVERVIEW

**Business Drivers:** Vidéotron wanted to quickly and aggressively pursue voice services for its cable and data customers, and be prepared for next generation services.

**Solution:** By installing G6 Universal Media Gateways, Vidéotron was able to use its Class 5 switches to rapidly and inexpensively offer a primary line service.

**Implementation:** G6 platforms quickly and easily connected to Vidéotron's Class 5 switches over GR-303 links and high capacity STS-1 interfaces. The GenView EMS was used for management and interfaces to Class 5 systems.

**Results:** The numbers speak for themselves. In a matter of a few months, Vidéotron has gained significant market share and become one of the leading voice/VoIP service providers in Canada.

<b>Deployed a VoIP Service Rapidly and Effectively at a Minimum of Cost</b>	Using the embedded provisioning, billing, and support infrastructure of their Class 5 switches, Vidéotron was able to rapidly connect the G6 platforms to the Class 5 and start offering voice service. Large customer volumes can be attributed to excellent market execution, deployment of a fully comparable primary line service, and a highly reliable network including G6 platforms.
<b>Scaled their Service to Become a Leading VoIP Provider</b>	With next generation softswitched services, there are always concerns about scalability since these systems have little history. By using a Class 5 and a highly scalable G6 Universal Media Gateway, Vidéotron was able to rapidly scale a very competitive and attractive voice service.
<b>Established Path for Network Transformation</b>	Vidéotron has a clear and very simplified migration path, since the PacketCable qualified G6 platform can work simultaneously with both Class 5 switches and next generation systems such as softswitches and SIP application servers.



## Reliable Primary Line Service Wins the Market

*"Same number - same phones - only your bill goes down."*

Vidéotron's tag line for its telephone services indicates exactly what the company was wanting to deploy -- a carrier grade, primary line service that was indistinguishable from the incumbent's telephone offering -- *except for price*. Given the stellar reliability of the Class 5 switch, Vidéotron searched for a truly carrier class, highly reliable circuit-to-packet media gateway that could be deployed quickly to connect its cable customers to the Class 5 switch.

GENBAND's G6® Universal Media Gateway and GenView® Element Management System was selected by Vidéotron after exhaustive analysis, testing, and proof of reliability. With its multiple certifications including NEBS3 and PacketCable™, the G6 platform had successfully undergone thousands of hours of testing in customer labs and has been approved for use in major service providers worldwide, helping to achieve Vidéotron's objective of surpassing the incumbent's offerings and history of reliability.

Vidéotron's business plan forecasted rapid growth and thousands of new customers in a short period of time, and the G6 platform was a perfect match for its needs. Because the G6 platform scales to over 32,000 subscribers in a single chassis, Vidéotron was able to limit the number of separate gateways needed in the network and realize substantial cost and management savings. Using the GenView EMS has also helped them easily integrate into their Class 5 systems and manage the customer provisioning, performance, and operational aspects of their growing VoIP business.

### Prepared for the Future

One of Canada's largest and most progressive providers of triple play voice, video, and data services, Vidéotron will be able to use their G6 platforms to deploy exciting new voice and multimedia service offerings. As a PacketCable qualified Media Gateway, the G6 platform simultaneously supports both Class 5 and softswitch or SIP feature server-based next generation Business and Residential services, enabling a very smooth transition of customers as they subscribe to these new revenue generating services.



**"We needed a platform that allowed us to rapidly deploy and scale a Voice over IP service, yet was strong on reliability and easy to integrate into our existing systems."  
Michel Allard, VP of Technology, Vidéotron**

