



LG U+ BOOSTS ITS RESIDENTIAL VOIP MARKET USING  
GENBAND'S CONSUMER AND MULTIMEDIA SOLUTIONS  
WITH OVER 2 MILLION SUBSCRIBERS SINCE LAUNCH

Case Study

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## LG U+ Case Study

The second-largest telecommunications provider in Korea, LG U+, offers a comprehensive range of telephone and internet services. It has been a rapid adopter of VoIP (Voice over IP) and other SIP (Session Initiation Protocol) applications, leveraging its advanced network to deliver innovative services that make it easier for people to reach each other using voice, video, instant messaging, presence and other means of communication.

### Market Focus:

The Korean market is a highly competitive voice services market and Korean subscribers are also very focused on multimedia products and applications. LG U+'s strategy was to clearly differentiate its offering from a voice perspective and to have the capability to bundle multimedia services in a simple way. They wanted to migrate existing TDM PSTN subscribers to SIP lines and introduce innovative voice and multimedia services bundles that allow them to reduce churn.

### Market Challenge:

In one of the most innovative product and services markets, LG U+ was wondering how to evolve its network and application portfolio to beef up its residential subscriber base. They had to:

- offer an attractive value proposition for residential voice services
- maintain first class voice services for their existing TDM customers and evolve them in a transparent way to their next generation network.
- launch and evolve innovative voice and multimedia services bundles

### Why They Chose GENBAND:

LG U+ chose GENBAND's solution for its reliability, its capability to mirror PSTN voice features in SIP and the diversity of multimedia applications that could feed the carrier bundle strategy from the same solution. GENBAND's solution delivered features that enriched the terminal portfolio with additional WiFi handset options.

The flexibility of LG U+'s myLG070 service has proven incredibly popular with customers who want a phone service that does more for them. GENBAND's SIP-based solution has enabled delivery of a robust wireless communications experience that paves the way for fixed-mobile convergence, while minimizing the management complexity.



In the initial phase LG U+ focused on the main VoIP functionalities, however having the capability to deliver a comprehensive multimedia feature list with the same consumer voice and multimedia solution was instrumental in the GENBAND selection.

As part of the solution, GENBAND provided design, delivery, and implementation and maintenance services. GENBAND's professional services team managed Audit and Optimization projects with LG U+, enabling them to cope efficiently with one of the fastest take-offs ever seen in the carrier SIP solution domain.

## Why they Chose the C20 and the mG15K:

The foundation for this solution is GENBAND's C20 Converged Softswitch combined with the A2 Converged Application Server, which leverages the SIP protocol to enable LG U+ to deliver hosted, secure, network-based consumer voice and multimedia services. The C20 provides call control over SIP lines and combined with an easy-to-use PC Client, it can also introduce new multimedia capabilities that allow geographically dispersed users to electronically share files, images and other content. It is very simple and innovative, and allows consumers to easily add phone lines in the home or enhance their phone line with multimedia services.

GENBAND also provides the Media Gateway 15000 (mG15K) for trunk and access connectivity.

## Business Case/Deployment Benefits:

LG U+ launched a multi-channel marketing campaign with two distribution models: direct to subscribers and through distributors. These specific targets were clearly aligned with some of the key benefits of the offer such as free VoIP for handsets sold within the same contract, enabling typical free communication scenarios.

The initial pricing approach was clearly competitive to the existing PSTN position. It included a SIP phone for cheap VoIP calls at home for about USD \$100 including WiFi Access Point, combined with Xpeed Broadband service, free calls among myLG070 users and 4c/minute to PSTN phones (local, long distance or international, 2008 tariff).

LG U+ has been very successful with their VoIP service. The GENBAND Consumer Voice and Multimedia solution had to cope with a very fast take-off rate reaching a pace of 5000 new subscribers per day. In less than 15 months after launch, LG U+ had secured more than 1.3 million new SIP line subscribers and as of mid 2010, more than 2 million subscribers are on GENBAND C20s.



## Customer Benefits:

The operator's core offering, myLG070, is residential SIP telephony through a WiFi access point and handset. It is positioned with an attractive tariff lower than PSTN (free between handsets belonging to the same contract and attractive rates for long distance), excellent voice quality, and service interworking with mobile SMS. It also comes with innovative WiFi handset packaging and web browsing features, which added the smartphone factor that was not previously available to wireline subscribers in Korea.

The rapid uptake of myLG070 confirms that customers see real value in converged communications. The GENBAND solution enables a low entry price with a high-value converged service that seamlessly roams between fixed-line services and wireless networks.