

Incumbent Fixed & Mobile Provider Deploys BroadWorks for Network Transformation

Executive Summary



Type: Incumbent Service Provider

Region: Europe

Services: Fixed and mobile business VoIP services

Key Result: Deploying a full complement of business VoIP services utilizing its leadership position in fixed and mobile infrastructure.

Background

KPN is the largest incumbent service provider in the Netherlands, delivering fixed-line and mobile telecommunications services to both businesses and consumers. KPN has operations in the Dutch, German and Belgian markets, and also provides broadband access and IPTV offerings. Many competitors exist — both telecoms and cablecos — but they typically only address one main market segment, whereas KPN competes across several.

Business Challenge

As an incumbent, KPN faces a highly regulated environment for both the services it provides and the pricing of those services. Competitive operators face fewer restrictions and are having success with triple-play offerings. In response, KPN has had to reduce prices, consequently hurting margins. This may be a necessary measure, but KPN recognizes it needs to be more responsive in its service offerings to remain competitive.

Internally, KPN faces another challenge: In the residential market, its VoIP offering has been highly successful, not just for home use but with the SOHO market as well. This may reflect well on KPN's consumer operations but less on its business operations, which would better serve the SOHO market with a more feature-rich and higher margin offering.

Solution

To address the small business market with a converged services offering, KPN is utilizing BroadSoft's BroadWorks® VoIP application platform as a managed service. This service is particularly attractive to KPN's installed base of ISDN customers with multiline needs.

Beyond providing more features than IP PBX, BroadWorks gives KPN greater opportunity for

growth among business customers. Building on basic IP Centrex features, BroadWorks can provide office automation capabilities, conferencing, customization by end-users and even integration with Microsoft Live Communications Server. These features and customizations create a flexible path for business customers to stay with KPN, with the ability to add features as their companies — and needs — grow.

Business Result

Being a managed solution, BroadWorks provides KPN with many scenarios for serving its small business customers. BroadWorks can be used today by any small business customer even if it has only ever used TDM. Being a starting point for IP, BroadWorks can be offered on a "try and buy" basis, in which customers can take only a few basic converged features and add others as needed. KPN's SOHO customers would not be able to do this using IP PBX.

This flexibility is not possible with premises-based solutions. With BroadWorks, KPN now has an offering for small business customers who want to deploy IP with a minimal amount of disruption or risk. Once the business customer is comfortable with the managed-services model, KPN can up-sell a fully hosted solution.

For small businesses seeking a complete bundle of managed service, KPN can provide VoIP, Internet service and even mobility. With BroadSoft's BroadWorks Anywhere solution, KPN can enable small businesses to provide each end-user with a single number that seamlessly works across fixed-access and mobile networks. All told, BroadWorks provides KPN with a proven, versatile solution that allows them to deliver a competitive small business offering for virtually any scenario.

For more information on BroadSoft services please contact us at 301.977.9440.