

Motorola ADSL Gateways

Bluewin



TECHNICAL CASE STUDY

CHALLENGE

Serve the varying needs of Bluewin's broadband customers with a single product Suite

WEBSITE

www.adsl.bluewin.ch

SOLUTION

A complete ADSL solution from Motorola, Inc.

Overview

Bluewin von Swisscom Fixnet AG

Bluewin, the wholly-owned ISP of Swisscom Fixnet AG, counts nearly 1.25 million active access customers, 820,000 of whom are ADSL broadband customers. As the leading ISP in Switzerland, Bluewin has been offering comprehensive Internet services for residential, SOHO, and business customers for more than ten years.

Solutions — Motorola's Netopia® Family of ADSL Gateways

- 3342 ADSL (Annex A) Pocket Gateway
- 3352 ADSL (Annex B) Pocket Gateway
- 3346 ADSL (Annex A) 4-port Gateway
- 3356 ADSL (Annex B) 4-port Gateway
- 3347 ADSL (Annex A) 3-D Reach® Wi-Fi® Gateway
- 3357 ADSL (Annex B) 3-D Reach Wi-Fi Gateway

"With the Netopia family of DSL products from Motorola, Swisscom has the right access CPE (router and modem) for every customer need."

Mr. Sascha Frei
Head of Business Line Products
Swisscom Fixnet AG, Bluewin



Superior Segmentation

Bluewin customers from Swisscom Fixnet range from single-PC residential households to small and medium business users. Bluewin has achieved success in the market by delivering tiered offerings to meet the unique needs of the various segments it serves. Motorola helps Bluewin differentiate and segment its service offerings with a complete portfolio of ADSL Consumer Premises (CPE) equipment.

Bluewin deploys a broad range of Motorola's ADSL smart modems and gateways. The Netopia family of ADSL CPE from Motorola enables Bluewin to reduce unnecessary upfront costs by delivering the right solution for each of its customers. For single-PC households who are new to the Internet or are upgrading from dial-up, upfront costs are a big concern.

Therefore, Bluewin selected the 3342 and 3352 Pocket Gateways for these high-volume, cost-sensitive markets. The 3342 and 3352 are incredibly small ADSL smart modems that are perfect for single-PC households. The Pocket Gateway connects directly from the ADSL line to the computer's USB port, eliminating the need for an external power supply. Small and compact in size, the Pocket Gateway is big on features and robust in functionality. Like all Netopia smart modems and gateways, the 3342 and 3352 deliver built-in Point-to-Point Protocol Over Ethernet (PPPoE), an easy-to-use web user interface, and a wholesome array of diagnostics for customer self-help and troubleshooting.

While single-PC households are a key growth market, many Bluewin residential and small home office (SOHO) customers have multiple PCs. Bluewin meets the needs of these customers with the 3346 and 3356 4-port gateways. These gateways feature a fast 4-port Ethernet switch, ideal for households where there are two or more computers or LAN devices (like printers) that need to be connected.

For Bluewin's wireless networking customers, Motorola provides the 3347 and 3357 ADSL Wi-Fi Gateways with 3-D Reach technology. Perfect for multi-PC home networks or small businesses, the 3347 delivers the additional benefits of wireless LAN networking to the

Bluewin customer. For home users with PCs and networked entertainment devices throughout the house, the 3347 helps solve the in-home wiring problem and delivers mobile access for laptops and PDAs.

The 3347 features Motorola's breakthrough 3-D Reach wireless technology, which delivers superior wireless range and indoor coverage. For business customers in office or retail locations, 3-D Reach-enabled wireless gateways cover even the hardest to reach areas, delivering productivity and satisfaction to office workers and hot spot users alike. With a host of wireless security features, the 3347 can ensure that home and business connections are secure from both innocuous "Wi-Fi moochers" and malicious wireless hackers.

Support Cost Savings

Only Motorola delivers such a comprehensive solution, providing Bluewin with ADSL models that support both ADSL over analog POTS (Annex A) and ADSL over ISDN (Annex B). In each product category described above, Motorola supplies both flavors of ADSL products for every type of broadband customer (3342/3352, 3346/3356, and 3347/3357). Motorola's intelligent embedded software on all smart modems and gateways is identical from model to model, providing Bluewin with cost savings in both deployment and technical support.

Furthermore, the consistent software experience enabled by this approach to embedded software can ensure that all Bluewin customers receive the same ease of use and diagnostic capabilities built into every Netopia smart modem and gateway. With reduced support costs and improved customer satisfaction, Motorola is able to help improve the economics of Bluewin's aggressive broadband plans and strategies.

A Focus on the Future

Bluewin selected the Netopia line of DSL products from Motorola because of the breadth and quality of the Netopia product line. But a solid business relationship is built on more than just today's products. Bluewin stays one step ahead of the competition by continuously delivering higher levels of quality, value, and satisfaction to their customers. The Netopia broadband product line is a key part of the equation in meeting the evolving needs of Bluewin's customers. Therefore, Bluewin and Motorola are deepening their business relationship through joint development of new and exciting broadband solutions that will form the basis of new service offerings from Bluewin now and into the future.

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