

# AMÉRICA MÓVIL MEETS RISING DEMAND FOR MOBILE SERVICES WITH A HIGH-IQ NETWORK FROM JUNIPER AND NEC MÉXICO

## Summary

**Company:** América Móvil

**Business Challenges:** Increase the efficiency and quality of service of LTE mobile network, delivering the best services to customers and the strongest value proposition

**Technology Solution:**

- MX960 3D Universal Edge Router
- MX480 3D Universal Edge Router
- EX9214 Ethernet Switch

**Business Results:**

- Built a high-performance network that will grow with the business
- Accelerated service creation and delivery
- Gained flexibility with open, multivendor network
- Ensured seamless interoperability across the network

América Móvil may be the source of much of Mexican businessman Carlos Slim's billions of dollars in wealth, but first and foremost, the company is one of the largest mobile providers in the world, providing service to almost 250 million subscribers in 18 countries. América Móvil's Telcel subsidiary is the largest mobile operator in Mexico, with more than 70 percent market share.

## Business Challenge

As a leader in the highly competitive mobile services market, Telcel strives to deliver the best customer experience. To do so, it must stay current with the technology that will help attract and retain customers. Telcel wanted to improve network efficiency and deliver services more quickly on its LTE network by moving away from a single-vendor network. Telcel had concluded that using equipment from only one vendor jeopardized its ability to improve quality of service (QoS) and get the most competitive pricing to fund future expansion.

América Móvil was ready to go beyond relying solely on one vendor for Telcel's IP/MPLS network, but it needed assistance in considering other vendors' solutions and making the move with a minimum of risk. América Móvil turned to its partner, NEC México, to help define and implement a solution that would carry it into the future.

## Technology Solution

NEC began with an evaluation of the routers and switches used in Telcel's core network. As a close partner of Juniper Networks, NEC México was able to show Telcel that Juniper had the right carrier-grade network solutions and could deliver on all of the interoperability needs and functionality that Telcel required. NEC's expertise, including network planning and design, installation and configuration, and support helped seal the deal.

Telcel deployed Juniper Networks® MX960 3D Universal Edge Router, MX480 3D Universal Edge Router, and EX9214 Series Ethernet Switch in its LTE core. The Juniper High-IQ Network is deployed in six of Telcel's nine cellular regions that support LTE voice and data and also support the rollout of new revenue-generating services.

The first phase of deployment involved installing the equipment in each site and migrating voice and data services onto the Juniper network. In the second phase, more services will be migrated from existing routers to Juniper routers and then the original gear will be removed.



**"América Móvil Telcel was able to successfully build a high-performance network that will grow with the business, while minimizing the risk of change, with the expertise of NEC professional services and High-IQ Network solutions from Juniper."**

- Enrique Leiva,  
CEO, NEC México

NEC México was instrumental throughout the process, with its professional services team an essential ingredient in the project's success. The professional services were designed to fulfill the requirements of deploying the new technology in Telcel's network, from planning and design to deployment and support. This helped NEC México secure its reputation as a trusted partner to Telcel.

"América Móvil successfully built a high-performance network that will grow with Telcel's business, while minimizing the risk of change, with the expertise of NEC professional services and a High-IQ Network solution from Juniper," says Enrique Leiva, CEO of NEC México.

## Business Results

Since the deployment, Telcel has achieved its goals, including having a high-performance network to meet the rising demands for mobile services as well as the ability to deliver a better quality of service to customers. To gauge success, Telcel assessed factors such as seamless system interoperability, a fast and successful project deployment, and high quality professional services, all of which Juniper and NEC México passed with flying colors.

"We were looking for a combination of the best product, the best services, and the best value proposition," says José Maguey, IP/MPLS network manager Telcel. "We found that ideal combination with a Juniper High-IQ Network and NEC México as our partners."

**"We were looking for a combination of the best product, the best services, and the best value proposition. We found that ideal combination with a Juniper High-IQ Network and NEC as our partners."**

- José Maguey,  
IP/MPLS Network Manager, Telcel

## Next Steps

With a trusted partner in NEC México, Telcel can rely on its integration partner for any future technology needs, including adding capacity or additional sites.

## For More Information

To find out more about Juniper Networks products and solutions, please visit [www.juniper.net](http://www.juniper.net).

## About NEC

NEC Corporation is a leader in the integration of IT and network technologies that benefit businesses and people around the world. By providing a combination of products and solutions that utilize the company's experience and global resources, NEC's advanced technologies meet the complex and ever-changing needs of its customers. NEC brings more than 100 years of expertise in technological innovation to empower people, businesses, and society.

## About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at [www.juniper.net](http://www.juniper.net).

---

### Corporate and Sales Headquarters

Juniper Networks, Inc.  
1133 Innovation Way  
Sunnyvale, CA 94089 USA  
Phone: 888.JUNIPER (888.586.4737)  
or 408.745.2000  
Fax: 408.745.2100  
[www.juniper.net](http://www.juniper.net)

### APAC and EMEA Headquarters

Juniper Networks International B.V.  
Boeing Avenue 240  
1119 PZ Schiphol-Rijk  
Amsterdam, The Netherlands  
Phone: 31.0.207.125.700  
Fax: 31.0.207.125.701

To purchase Juniper Networks solutions, please contact your Juniper Networks representative at 1-866-298-6428 or authorized reseller.

Copyright 2014 Juniper Networks, Inc. All rights reserved. Juniper Networks, the Juniper Networks logo, Junos and QFabric are registered trademarks of Juniper Networks, Inc. in the United States and other countries. All other trademarks, service marks, registered marks, or registered service marks are the property of their respective owners. Juniper Networks assumes no responsibility for any inaccuracies in this document. Juniper Networks reserves the right to change, modify, transfer, or otherwise revise this publication without notice.