



TOOB BRINGS BLAZING INTERNET TO UNDERSERVED UK HOMES WITH A SIMPLIFIED NETWORK

Summary

Company:

Toob

Industry:

Telco

Business Challenges:

Transform subscribers' Internet experience in south England with a powerful broadband service that can't be matched in price or performance.

Technology Solution:

- MX10003 Universal Routing Platform
- SRX4100 Services Gateway
- QFX5200 Ethernet Switch
- EX2300 Ethernet Switch

Business Results:

- Attracted businesses and consumers who want an amazing Internet experience while they work, play games, shop, stream content, and more
- Grew subscriber base rapidly by delivering on promise of power, performance, and price
- Reduced operational costs through automated provisioning, which Toob passes on to customers in lower monthly prices
- Met aggressive buildout schedule by working with a single vendor for core and aggregation infrastructure

On the southern coast of England, broadband provider Toob is beating the competition with an extraordinary service plan. Toob offers download speeds 16x faster and upload speeds 125x faster than the United Kingdom average—and the price point is only £25 a month. The first stop for the new provider is the city of Southampton, where Toob is winning a large number of online-loving subscribers. Simple but powerful networking from Juniper Networks is central to Toob's rapid growth, aggressive network buildout, and low operational costs.

Toob's unique broadband service delivers 900 Mbps speeds on both download and upload over its fibre-to-the-home (FTTH) network. While other providers try to stay relevant in the region, Toob is winning households filled with remote workers, school-age learners, gamers, video streamers, and shoppers. Alongside residential customers, businesses are also making the switch to Toob broadband, helping to improve productivity and employee satisfaction.

As a hardworking broadband provider, Toob has set an eight-year plan to build out a full fibre network that passes by 1 million homes and businesses in south England. Accomplishing this aggressive timeline and delivering a one-of-a-kind Internet experience means that Toob must have a networking technology provider that is completely in sync with its goals.

"We didn't want a complicated multivendor network," says Sean Teggart, technology director at Toob. "We wanted to keep overhead at a minimum and reduce operational costs wherever possible. Juniper gave us exactly what we needed in our critical core and aggregation layers. Juniper was a one-stop shop."

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Symmetric Upstream and Downstream Speeds Priced Right

When Toob executives first began laying out their business plan, they knew FTTH provided the most opportunities. According to Toob CEO Nick Parbutt, only 8 percent of premises in the UK have fibre access. The management team, all with experience at the world's largest telecom brands, were confident that FTTH was the next area of vast potential in broadband business. To set themselves apart, they decided to focus on the niche of smaller, underserved regions.

"Nobody was targeting those areas, so we moved in and started building out the network as soon as possible," Teggart says.

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To avoid the disruption of digging up roads and sidewalks, Toob committed to using existing infrastructure for as much as 60 percent of the network. That plan also accelerated the network buildout, and many subscribers in Southampton are already enjoying the higher upload and download speeds that Toob offers at an incredibly reasonable price.

"To provide a full fibre product at our price point requires having a network that is both simple and powerful," Teggart says. "We couldn't make this offer without Juniper solutions. Juniper enabled us to automate our provisioning process and that removed a significant amount of overhead."

One-Stop Shop for Security, Power, and Performance

"All of our customer services depend on network performance," Teggart says. "We have gamers who need bandwidth for downloads and low latency for fast response times, while others binge watch video on demand. We're committed to giving everyone connectivity that supports multiple streams in a single household. Add into that mix our small businesses that need reliable service for payment card services and point of sale. Everyone in this varied group wants the best possible Internet experience."

Toob's elegant design packs as much power as possible in the smallest footprint. Simplicity is engineered into the network, keeping operational costs down while pushing performance

up for its fast-growing subscriber base. And of course, the network is designed for resiliency, exceptional performance, and flexibility.

Toob uses the Juniper Networks® QFX5200 Ethernet Switch for its core network, ensuring that subscribers have an exceptional low-latency experience. QFX5200 switches are also used to aggregate all incoming traffic from the edge platform that connects the fibre to subscriber homes. Toob uses the Juniper Networks EX2300 Ethernet Switch for out-of-band management. EX2300 switches are deployed in a Virtual Chassis configuration, which allows multiple interconnected platforms to be managed as a single, logical device, delivering always-on reliability for the diverse group of applications traveling the Toob network.

Security both inside and outside the network perimeter is handled by the Juniper Networks SRX4100 Services Gateway. These integrated next-generation firewalls protect the Toob network from cyberattacks and advanced threats, enabling the provider to achieve unified threat management for app security, antivirus, and antispam.

Winning Customers by Transforming the Internet Experience

Customers love the easy onboarding they get from Toob. After ordering the service, Toob customers experience a completely automated Customer Relationship Management (CRM) environment that takes them along the full life cycle from order to network provisioning to end-of-life support.

"We achieved a level of automation that we only dreamed of in the past," Teggart says. *"Juniper helped us eliminate lots of overhead to help us keep our prices down."*

Self-service and automation mean that Toob can offer its monthly service at £25 per month—a price point that beats every competitive broadband service in the region. "Our low price makes some customers wonder if there's a catch. They are coming around, though, and realizing we are offering a better way to get broadband," Teggart says. "Our ability to offer 900 Mbps upload and download speeds with Juniper at one low price separates us from everyone out there."

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Outstanding Customer Service and Proactive Support

Since first engaging with Juniper, Toob has been consistently impressed with the team's proactiveness. "Juniper has provided everything we have asked for without us having to wait or chase them," Teggart says. "When I compare it to past experiences where the budgets were much larger, Juniper far outscores any provider."

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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