



TRUSTPOWER OFFERS ULTRA-FAST BROADBAND WITH A DIFFERENTIATED CUSTOMER EXPERIENCE

Summary

Company:

Trustpower

Industry:

Telco, Utility

Business Challenges:

Offer triple-play services of broadband, gas, and power in the highly competitive New Zealand market

Technology Solution:

- MX204 and MX240 5G Universal Routing Platforms
- BNG solution
- ACX2200 Universal Metro Router
- QFX5110 and QFX5200 Switches

Business Results:

- Experienced 5X subscriber growth in four years
- Gained flexibility by centralizing broadband network gateway functionality
- Simplified operations, empowering a small engineering team

New Zealanders enjoy blazing-fast Internet, thanks to the country’s coordinated effort to bring ultra-fast broadband to schools, hospitals, and homes. Fiber is available to a million homes, and a third of consumers have made the switch. But innovation also leveled the playing field for ISPs like Trustpower, which must deliver a superior customer experience with fixed access costs. Trustpower turned to Juniper Networks® for a virtualized broadband network gateway solution that delivers increased agility and operational efficiency.

Trustpower, based in sunny Tauranga on New Zealand’s North Island, is one of the country’s top Internet service providers. It’s also one of the country’s largest energy companies, supplying gas and electricity as well as phone and Internet services. Aside from providing competitive offerings including ultra-fast broadband and compelling customer promotions, Trustpower’s success is further propelled by their focus on delivering operational efficiency and outstanding customer experience. To date, the company has 95,000 subscribers, experiencing a fivefold growth in just four years.

“Juniper makes the BNG a lot more flexible. We don’t have to worry about physical interfaces or the BNG capacity, since we have a virtual pool of resources.”

- Mike Stevenson, telecommunications technical architect, Trustpower

Standing Out on a Level Playing Field

Delivering an exceptional subscriber experience is just one way that Trustpower has found to thrive in New Zealand’s highly competitive broadband market. The company offers bundled services for Internet, power, and gas, so customers have only one utility bill. And along with customer experience, operational efficiency is critical.

“New Zealand has a very level playing field,” says Mike Stevenson, telecommunications technical architect at Trustpower. “ISPs pay a flat rate to access a subscriber’s house. All ISPs are at the same starting point, and how efficiently they provide service determines how much money they can make.”

To thrive in such a highly competitive market, Trustpower must connect subscribers as efficiently as possible. “The broadband network gateway, or BNG, is where the customers interact with our network, so it is important to us,” says Stevenson.

Trustpower relies on state-of-the-art Juniper Networks routing for its transport network and BNG. By deploying Juniper Networks MX240 and MX204 5G Universal Routing Platforms powered by Juniper Networks Junos® operating system, Trustpower can deliver exceptional performance and advanced feature sets needed to efficiently deliver broadband services. At the network edge, Trustpower uses the environmentally hardened Juniper Networks ACX2200 Universal Metro Router to simplify access and aggregation, reducing CapEx and OpEx. It uses the Juniper Networks QFX5110 and QFX5200 switches to connect to content providers, such as Netflix.

The Juniper BNG solution delivers service agility, subscriber density, and automation. Instead of terminating subscribers at the edge of the network, as is typically done, Trustpower centralized the BNG function using the pseudowire headend termination capability on the MX Series routers. This innovative approach gives Trustpower's network engineering team greater flexibility and control.

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- Mike Stevenson, telecommunications technical architect, Trustpower

“The pseudowire headend termination runs the BNG as a virtual interface,” explains Stevenson. “We can aggregate 10-Gbps handoffs to the ACX Series routers without having an equivalent number of physical interfaces.” Behind the scenes, pseudowires carry multiple VLANs, while Q-in-Q tunnels segregate customer traffic in service-provider-defined VLANs.

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Simplify Operations

Operational simplicity is critical for a small engineering team that oversees a fast-growing business. “Junos makes router and configuration management a lot simpler,” says Stevenson. “Junos is Junos, whether it's running on a router, switch, or firewall, and that simplifies our configuration templates significantly.”

Trustpower is looking to SDN for added routing control and simplified network management. “Now that our transport layer is completely Juniper, we can manage the traffic even more efficiently,” says Stevenson.

A Valued Partnership

Trustpower has a strong relationship with Juniper. “We're in rapid growth mode, and when things go awry, we need help now—not in four hours,” says Ginny Buell, ISP Operations Manager at Trustpower. “Our experience with Juniper has been exceptional.”

“The local Juniper team works beyond their job description,” says Stevenson. “They've been with us from the conception to deployment.”

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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