

West Carolina Tel

EXECUTIVE SUMMARY

Challenge

Expand services and increase revenue by delivering superior, high-definition IPTV service to business and residential customers in South Carolina

Solution

- Brocade MLXe Core Router
- Brocade FCX Series
- Brocade FastIron WS Series
- Brocade FastIron SX Series
- Brocade Network Advisor
- Microsoft Mediaroom

Results

- Strengthened staff expertise with exceptional service and support from Brocade
- Implemented integrated Brocade networking and Microsoft Mediaroom solutions without requiring customization
- Achieved a scalable solution that supports double the current capacity to accommodate additional subscribers and services

Telco Turns on IPTV and Revenue with Brocade and Microsoft Solutions

Cable providers own the lion's share of the television market, and they are tough competition for service providers offering alternative options. When West Carolina Tel, a small rural service provider in South Carolina, started winning a significant amount of new customers, people began to wonder how they did it.

Better price packages and exceptional High-Definition (HD) TV are the main reasons subscribers choose IPTV services from West Carolina Tel. Once subscribers experience the service provider's excellent service and reliable quality, they quickly become loyal customers.

Switching On IPTV

West Carolina Tel introduced television services in 2003. For a company with a 50-plus year history, these offerings were beyond their typical telephone service. Launching the new service meant upgrading and improving the network, and selecting an industry-leading IPTV platform.

West Carolina Tel has relied on Brocade[®] networking solutions for more than a decade. A Brocade MLXe Core Router provides 10 Gigabit Ethernet (GbE) capacity for all network traffic, including DSL and wireless services. To support IPTV, West Carolina Tel chose Brocade again, adding multiple Brocade FastIron[®] switches at the network edge and at Erskine College, a major IPTV customer. West Carolina Tel deployed a FastIron switch at each of the six dormitories on the college campus.

"We compared solutions from Brocade, Cisco, and Juniper," says Jeff Robinson, Engineering Manager at West Carolina Tel. "Brocade won based on post-sales support, overall performance and technology, and best price. Brocade has 10 GbE capabilities and supports multicast traffic—key requirements for IPTV. It also provided an exceptional price for the performance."

For its IPTV platform, West Carolina Tel selected Microsoft Mediaroom based on its rich feature set and well-known stability. Mediaroom enables service providers to deliver a consistent premium entertainment experience across multiple networks, and powers television and video services across TV, PC, and mobile screens. Implementing the new services took about 16 weeks, and the integration did not require custom coding. "The communication among partners was excellent, and the deployment was refreshingly seamless and straightforward," says Robinson.

With the powerful combination of Brocade and Microsoft solutions, West Carolina Tel can easily deliver video and provide subscribers with premium IPTV service.

“Supporting video traffic has unique challenges, especially around Quality of Service and latency,” says Tom Nickles, Network Services Group Leader at West Carolina Tel. “Brocade and Microsoft have provided everything we need. The network has been extremely reliable, and the television and video quality is exceptional.”

The network team relies on Brocade Network Advisor to monitor network usage and capacity on the switches and routers. “It alerts us to potential problems before they occur, so we can keep the network up and running,” says Robinson. “If we see traffic at 70 percent or 80 percent capacity on switches, we can respond by redirecting ports.”

Already more than 7000 customers have signed up for IPTV services from West Carolina Tel, and the provider can simply and cost-effectively scale to meet additional demand. “The Brocade infrastructure is extremely scalable,” says Robinson. “We can easily double our subscriber base without adding equipment.”

Building a Strong Team, Premium Service, and Satisfied Customers

West Carolina Tel relied heavily on its Brocade account manager to launch its IPTV services. The company’s small, four-person team did not have any IP switch or IPTV experts, but Brocade provided the networking expertise they needed, including IP addressing schemes, integration advice, and efficient routing for traffic.

“Our Brocade engineer knows as much about our network as anyone in the office. He’s a huge asset to us and more like a fifth team member than outside support,” says Russell Clark, Plant Operations Manager at West Carolina Tel.

The hands-on, continuous support offered by Brocade is unique among network providers. “Most vendors charge for every change request. Instead of responding to our requests for help, most vendors say they need to first create a quote and purchase order for the service Brocade jumps in and helps. Our rep joins our calls and often provides services outside the scope of the project,” says Clark. “We receive a level of support from Brocade that we do not get from anyone else.”

As more subscribers are added to the growing customer base, West Carolina Tel expects revenue to increase. “Brocade and Microsoft have helped us become more competitive in our region and better serve our customers,” says Clark. “We are expecting to have a relationship with both companies for many years to come.”

For more information, visit www.brocade.com/microsoft.

WHY BROCADE

“Supporting video traffic has unique challenges, especially around Quality of Service and latency. Brocade and Microsoft have provided everything we need. The network has been extremely reliable, and the television and video quality is exceptional.”

— Tom Nickles, Network Services Group Leader at West Carolina Tel

Corporate Headquarters

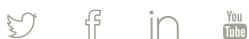
San Jose, CA USA
T: +1-408-333-8000
info@brocade.com

European Headquarters

Geneva, Switzerland
T: +41-22-799-56-40
emea-info@brocade.com

Asia Pacific Headquarters

Singapore
T: +65-6538-4700
apac-info@brocade.com



© 2015 Brocade Communications Systems, Inc. All Rights Reserved. 03/15 GA-SS-1648-01

ADX, Brocade, Brocade Assurance, the B-wing symbol, DCX, Fabric OS, HyperEdge, ICX, MLX, MyBrocade, OpenScript, The Effortless Network, VCS, VDX, Vplane, and Vyatta are registered trademarks, and Fabric Vision and vADX are trademarks of Brocade Communications Systems, Inc., in the United States and/or in other countries. Other brands, products, or service names mentioned may be trademarks of others.

Notice: This document is for informational purposes only and does not set forth any warranty, expressed or implied, concerning any equipment, equipment features, or service offered or to be offered by Brocade. Brocade reserves the right to make changes to this document at any time, without notice, and assumes no responsibility for its use. This information document describes features that may not be currently available. Contact a Brocade sales office for information on feature and product availability. Export of technical data contained in this document may require an export license from the United States government.

BROCADE 