Customer: MegaFon

Website: www.english.corp.megafon.ru

Location: Russia

Industry: Telecommunications

Partner Profile:

MegaFon is a leading Russian universal telecommunication service provider, operating in all segments of the telecommunications market in Russia.

Challenges:

MegaFon was looking for a reliable, high quality CPE device that could provide wireless connectivity for SOHO customers of its new hosted voice and data service.

AudioCodes Solution:

• MediaPack MP272D

Benefits:

• Rapid time to market
• Fully wireless data and voice connectivity
• "Zero-touch" automatic provisioning and updates
• High performance data and voice services

MegaFon

Wireless Connectivity for an LTE-based Hosted Voice and Data Service

MegaFon, a leading Russian telecoms provider, selected AudioCodes MP272D to serve as a CPE device at SOHO customer sites for its new LTE-based hosted voice and data service. The MP272D uses a USB dongle to enable wireless connectivity to the service, reducing cabling costs and enabling customers to connect to the service rapidly without the need for an on-site technician.

Background

MegaFon OJSC is a leading Russian universal telecommunication service provider, operating in all segments of the telecommunications market in Russia. The company and its subsidiaries have licenses to operate in all of the Russian regions and in the Republics of Abkhazia, South Ossetia and Tajikistan.

MegaFon was the first in Russia to launch 3G for commercial operations. In July 2012 it was awarded one of four ten-year licenses for the provision of 4G/LTE services throughout the entire Russian Federation and has already started providing these services in 72 different regions. MegaFon is a leader in the provision of mobile internet, and holds the number two position as to the number of active subscribers in Russia.

Challenges

As the first operator in Russia to offer LTE mobile communications services, MegaFon was looking for ways of creating demand for its services and finding multiple market sectors that could benefit from all LTE has to offer.

One such area was SOHO (Small Office/Home Office) businesses that need a simple but effective solution for connecting to cloud-based voice and data services. Cloud-based services are becoming increasingly popular for all kinds of businesses but especially SOHO and SMB customers where moving communications infrastructure out to a 3rd party can result in significant savings in both capital and operational expenses.

To make connectivity even easier, MegaFon wanted to offer a completely wireless service that would save time and money both for the customers and MegaFon themselves, by delivering the services over a CPE device that would automatically connect to the service without the need for a costly technician's on-site visit. The CPE device would have to support LTE wireless connectivity to MegaFon's core network with a variety of data and voice options on the customer's side. The device needed to ensure the highest quality for both data and voice communications.

AudioCodes MediaPack MP272D integrated SOHO router and gateway supports white-labeling so MegaFon was able to supply the device as a completely MegaFon-branded product.

"The prompt professional assistance we received from AudioCodes' technical team and the rich functionality of the product have enabled us to deliver a cutting-edge, LTE-based service which positions MegaFon as a leader in telecoms innovation in Russia."

Nikolay Mazur, B2B Marketing Director, MegaFon

Solution

The solution selected by MegaFon to deliver data and voice connectivity for SOHO customers of its LTE network was AudioCodes MediaPack MP272D integrated SOHO router and gateway. MP272D supports white-labeling so MegaFon was able to supply the device as a completely MegaFon-branded product (see image below).

The MP272D connects transparently to MegaFon's LTE network through an LTE dongle (model selected by MegaFon) which plugs in to the device's USB port and is bundled together with the device. On the customer side, the MP272D supports 2 FXS telephony ports for legacy phone and fax equipment and up to 5 wireless DECT units. For data communications, the MP272D offers Wi-Fi connectivity and 4 Ethernet ports. In total, each device supports up to seven telephony subscribers.

Thanks to MegaFon's centralized provisioning system, each MP272D device is automatically configured upon its first connection to the network. Furthermore, the same system is used to perform automatic updates and firmware upgrades as they become available. A unique feature built in to the MP272D enables this to happen even when the customer networks are employing one or more Network Address Translations (NAT) in the LTE core network. This "zero-touch", SIP-based approach to device management significantly reduces MegaFon's operating expenses, removing the need to dispatch a technician for every new customer or support issue. In addition, customers have access to MegaFon's auto-provisioning system enabling them to customize the service to their own needs.

"With the MP272D SOHO router, AudioCodes delivered a comprehensive and high-quality solution, enabling us to roll out our new services quickly and efficiently."

Nikolay Mazur, B2B Marketing Director, MegaFon

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Results

MegaFon began its new wireless SOHO connectivity service with a nationwide commercial pilot, supplying units to customers throughout the country's 8 main regions. The benefits delivered to MegaFon with the deployment of AudioCodes MP272D include:

- *Rapid time to market - wireless connectivity reduces need for physical infrastructure*
- *Fully wireless data and voice connectivity*
- *"Zero-touch" automatic provisioning and updates*
- *High performance data and voice services*

Commenting on the successful deployment, Nikolay Mazur, B2B Marketing Director at MegaFon said, "With the MP272D SOHO router, AudioCodes delivered a comprehensive and high-quality solution, enabling us to roll out our new services quickly and efficiently."

"The prompt professional assistance we received from AudioCodes' technical team and the rich functionality of the product have enabled us to deliver a cutting-edge, LTE-based service which positions MegaFon as a leader in telecoms innovation in Russia," he continued.

AudioCodes