

Telenet Future-Proofs Network with Managed Business Solution

The Managed Business Solution (MBN) from Benu Networks empowers Telenet to rapidly provision new services



COMPANY
Telenet

BUSINESS TYPE
Service Provider

LOCATION
Belgium

“By moving key network functions to the cloud, this ingenious solution enables us to add new services rapidly and efficiently – seamlessly on top of our existing infrastructure. With the most compelling return on investment analysis, Benu Networks’ solution future proofed our network by delivering a single platform that supports the effortless launch of additional services going forward.”

Stijn Vander Plaetse
Vice President,
Product & Marketing,
Telenet Business

CUSTOMER PROFILE

As a provider of entertainment and telecommunication services in Belgium, Telenet Group is always looking for the perfect experience in the digital world for its customers. Under the brand name Telenet, the company focuses on offering digital television, high-speed Internet and fixed and mobile telephony services to residential customers in Flanders, Brussels and a part of Wallonia (Botte du Hainaut). Under the brand name BASE, it supplies mobile telephony in Belgium. The Telenet Business department serves the business market in Belgium and Luxembourg with connectivity, hosting and security solutions. More than 3,000 employees have one aim in mind: making living and working easier and more pleasant.

MARKET OVERVIEW

Due to their size and limited resources, small businesses don't have the in-house IT expertise to adequately address their technological needs. In addition, small businesses are now being explicitly targeted for cyberattacks over large businesses. This leaves them especially vulnerable to threats, with upwards of 60% of all SMBs reporting that they have been the victim of some type of cyberattack. Furthermore, in today's "always connected" world, owners realize that they must also meet the needs of their patrons who have come to expect the availability of secure, guest connectivity as the "norm" at any business they visit. These factors have driven small businesses to turn to managed services as the solution to address their IT demands by providing the IT expertise at a lower cost, with less downtime, predictable performance, robust security, and a better user experience.

THE CHALLENGE

The challenge for Telenet was to find an innovative solution which enabled the needed network agility to quickly deliver feature rich, easy to use services to a cost sensitive market segment. From the business justification and technical implementation aspects, Telenet needed to:

- Produce a business justification which demonstrated a compelling return on investment and revenue stream
- Minimize CAPEX costs by utilizing a solution that:
 - Leverages current infrastructure
 - Integrates into their VMware environment
 - Provides a "future proof" platform that enables the launch of many additional services in the future
- Deliver a quality user experience by providing:
 - An easy to use customer web portal

Case Study

- Uncomplicated guest wi-fi
- “Point & Click” promotion wizard tool to enable effortless customer marketing/outreach
- Detailed customer analytics



THE SOLUTION

To satisfy the technical, business, and ROI requirements, Telenet turned to Benu Networks. Deploying Benu Networks' Managed Business Network (MBN) solution on the SD-Edge platform, Telenet was able to leverage their existing customer premises equipment (CPE)/IT infrastructure to greatly reduce cost, time to market, and project complexity. By virtualizing complicated CPE network functions, Benu's solution transforms the service provider's edge into a next generation, service delivery network to enable per device policy enforcement, visibility, and service stitching.

The SD-Edge solution empowers Telenet to win within a highly competitive market with the service agility on par with over-the-top (OTT) providers, but with greater customer satisfaction and quality of experience (QoE) controls.

By implementing Benu Networks' MBN solution on the SD-Edge platform, Telenet was able to:

- Rapidly introduce new, profitable features and services
- Reduce the overall cost of new services
- Scale value-added IP services across the network edge, core, and data center
- Simplify network operations and efficiency
- Achieve a faster time-to-market, resulting in a tangible competitive advantage

From an end-user perspective, a non-technical small business owner is able to:

- Easily set up multiple Wi-Fi networks: private for employees, and public for patrons' guest access
- Create a branded login page for marketing and communication purposes, and select from a variety of guest login methods (password, via webpage or Facebook check-in).
- Collect valuable customer data and business intelligence/trends
- Enhance patron engagement with social media and marketing promotions via the intuitive web portal
- Achieve better network monitoring/control with policy settings such as, bandwidth limits, time restrictions, etc.
- Ensure compliance with the new May 2018 privacy guidelines

SUMMARY

Telenet recognized that small business customers, which account for 99.8% of Belgium enterprises as reported by Eurostat, wanted affordable managed services to address their technology needs. Seizing the opportunity to add substantial value to their current Broadband service, Telenet deployed Benu Networks' SD-Edge platform to enable the delivery of managed services which address vital business priorities such as guest wi-fi, online marketing, and security. Going forward, Telenet can rapidly launch additional revenue generating services from the same SD-Edge platform - gaining an invaluable competitive advantage by the minimization of service delivery cost and time to market.

“After an exhaustive selection process, Telenet is pleased to have chosen Benu Networks' highly flexible architecture to deliver our new Wi-Fi Business service,” stated Stijn Vander Plaetse, Vice President, Product & Marketing, Telenet Business. Telenet's new Wi-Fi Business service is sold through the Telenet Business department which serves the business market in Belgium and Luxembourg.