

Vodafone Fiji leads with new IP services



Network transformation to all IP enables new Unified Communications and cloud services entire government agency

Customer

Vodafone Fiji is a 100% locally owned company operating as a partner of Vodafone, a leading global mobile and fixed communications company with over 440 million proportionate customers worldwide. Vodafone Fiji has over 750,000 active connections on its Network and around 96% population coverage, justifying its position as the market leader with 90 percent market share. Vodafone Fiji offers 3G and 4G LTE network services on par with global mobile network operators, as well as broadband and ICT services and was one of the first networks in Fiji to become all IP.

Challenge

To maintain its position as a market leader in Fiji, Vodafone realized they needed to offer the latest technology and services its customers were demanding. The move from TDM to an all-IP network required interconnections to other tier 1 operators using Session Border Controllers (SBC), and was also an opportunity to enable new IP services such as UC in the Cloud.

Solution

Ribbon was evaluated to be the perfect solution to connect to tier 1 operators using Session Border Controllers (SBC). Ribbon SBC's came out on top because of three main features on the basic platform 1) Network security and traffic policy 2) least cost routing 3) high quality of service to manage the customer experience.

A lot of Vodafone's customers were looking to use existing PRI's however at that point Vodafone was not geared up to provide IP voice services using PRI. So Ribbon's Application Server (AS) was a perfect solution. It gave the capability to enable voice services over PRI and provide the billing interface into existing networks, as well as the capability to do SIP to local PBX's.

There were other opportunities in the SOHO and SME market to offer cloud PBX services, and move from a CAPEX to an OPEX model. Many customers were also asking about the latest UC capabilities including video collaboration. Ribbon's cloud PBX solution allowed Vodafone to offer some of these "fantastic" solutions, plus the ability for subscribers to purchase soft

Testimonial

"It's a real partnership, Ribbon works collaboratively with us and helps us package solutions from conception to go-to-market, and you don't normally see that in vendors!"

*Ronald Prasad, CCO
Vodafone Fiji Enterprise and Business Group*



clients as a standalone service when traveling overseas - a perfect replacement for high roaming charges whenever data or Wi-Fi connectivity is available. In the future, new cloud based services from Ribbon's Kandy platform, such as "Kandy Wrappers" which are pre-packaged IP communications solutions that can be taken to market immediately, will enable Vodafone Fiji to stay at the forefront of new services for both consumers and business.

Results

Ribbon and Vodafone enjoyed a great collaborative relationship, not seeing each other as vendor and customer, but always as "partners". Apart from being available almost 24 x 7 for Vodafone, Ribbon provided a single point of contact who was able to organize everything needed such as trouble shooting, "babysitting" the network, cutting over, training, advertising and marketing.

For more information about Ribbon's powerful SBCs, Application Server or Kandy solutions, contact your local Ribbon representative or visit www.ribboncommunications.com and www.kandy.io

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