

Better connect

China Telecom Company, Hebei branch, frees up the

Highlights

Customer Objective

- Rapid launch of wireless network to access broadband services
- Introduction of competitive services to compete with China Netcom

Ericsson Solution

- Complete LMDS network design and integration
- Competence development and training
- Full after-sales support

Customer Benefits

- Future-proof network solution for broadband services
- Ease of expansion to new sites
- Rapid and cost-effective alternative to fiber-optic network
- Simple upgrade for additional capacity

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The newly-formed China Telecom Group, Hebei branch, has removed a bottleneck on connectivity to broadband services by introducing Ericsson's Local Multipoint Distribution Service (LMDS) – with a complete service solution from Ericsson China Technology Services.



Contract signed by: **Madam Wang Yun**, Director of network planning, China Telecom Hebei Branch (left) and **Mr. Lawrence Lee**, President of Chongqing Ericsson Communication Co.,Ltd (right)

Ericsson's LMDS solution, MINI-LINK, is a point-to-multipoint, wireless broadband access system that works to remove the hold-up to and from the broadband network, and bring high-speed access to end-users. Transmission occurs direct from local antenna to homes and businesses within a line-of-sight radius.

Black Shen Bing, Service Account Manager, Ericsson China Technology Services, says: "Hebei Telecom's objective with this project was to provide competitive services, such as LMDS, to key end-users in order to compete with China Netcom."

China Telecom Group was officially established in May 2002, as the result of restructuring which split the former state telecoms operator into two parts – China Telecom for the south, and China Netcom for the north.

With the Asian market transformed into a hotbed for mass-market broadband services, effort has mainly concentrated on upgrading backbone networks, while access networks fail to match their huge capacity. By installing LMDS, Hebei Telecom sought to address this so-called 'last mile' issue.

"The customer required a complete services solution," explains Black Shen Bing, "This included Ericsson's Network Roll-Out, network management and integration, hardware, and advisory services."

The initial contract was signed in March 2003, with an expansion contract agreed in June to add LMDS to a further two cities in the Hebei province. The project marks a breakthrough for Ericsson's new LMDS solution and supporting services.

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LMDS is the most efficient way to rapidly meet small and medium-sized enterprises' need for true broadband services, and fulfils current and future needs for high-speed IP applications, while still providing support for existing voice services. Future-proof bandwidth and fast roll-out of fixed wireless broadband access, makes LMDS a clear alternative to expensive fiber-optic networks.

Wang Lei, Senior Engineer at Hebei Telecom's Network Planning Department says: "Hebei Telecom is extremely satisfied with both project

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last mile of connectivity



Chengde, China

management and technical support provided by Ericsson. I have seen for myself during this project, how Ericsson distinguishes itself from other vendors in the services business.”



Black Shen Bing, Service Account Manager, Ericsson

Hebei Telecom received a full range of advisory services from Ericsson China Competence Development Service, including a complete and flexible solution to its LMDS training and education needs. Ericsson’s comprehensive network design ensured Hebei Telecom’s systems were designed accurately and effectively from the outset.

Integration services delivered technical expertise at the very highest level, including network implementation, integration, project management, site engineering, product configuration and installation. Network roll-out was completed in August.

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Hebei Telecom will receive system support for another year, to ensure day-to-day operational support and smooth, profitable network operations. The project amounts to a showcase of Ericsson expertise and a complete LMDS services solution.