

ONI - GETTING AHEAD OF THE COMPETITION WITH CISCO

It's not easy to compete in the telecommunications industry, no matter where you live. So, when Lisbon-based ONI entered the telecommunications market in Portugal, the company knew it had to do something special to get people's attention.

The Challenge

Distinguishing itself from its many competitors was the challenge ONI faced last year when it began offering telecommunications services to corporate and residential customers in Portugal. As a fledgling start-up, the company knew it had to raise the bar on technology and service to compete with the many new and established telecommunication companies already operating there. So it turned to Cisco Systems for cutting edge technology that would help make the difference between getting noticed and getting lost in the shuffle.

Why Cisco?

With Cisco's technology and support, ONI was able to launch a number of products and services before its competitors could, explains CEO Carlos Duarte. "We were the first telecommunications operator in Portugal to deploy IP VPN networks to our customers.

And we were the first to use MPLS technology in Portugal," he explains. "With the increased security and the quality of service that Cisco offers, we're able to foster the deployment of Internet and extranet networks and solutions to our customers. That's why I say Cisco has been a leading edge for us and quite an added value."

Today, barely one year later, ONI is providing telecommunications services to more than 14,000 corporate customers, 150,000 residential users, and 200,000 registered Internet customers. "Already we lead the new operators in Portugal," Duarte says, "and we are really challenging the incumbent."

The Solution

Deployed countrywide, ONI's multi-services network is based on ATM and IP technology from Cisco. "For the ATM core, we are using IGX switches and that also provides frame relay services to our customers," Duarte explains. For small- and medium-sized service providers like ONI, IGX switches are a cost-effective and highly reliable solution. Not only do they pro-

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Chief Executive Officer
ONI*

vide the infrastructure for today's networks, but they also help companies like ONI deliver next generation services today.

And because ONI is expecting a significant increase in traffic in the coming year, the company expects to deploy the new BPX switches early next year to enlarge its switching capabilities.

"In terms of IP," Duarte adds, "we have several types of Cisco routers, catalyst switches, and access servers.

And next year we will also deploy the 12000 Series of routers to cope with that huge traffic growth."

"Integration, speed, reliability—that's exactly what we expect from Cisco," Duarte adds. "And as we move from dedicated networks to layered architectures with common services and common network technologies, Cisco will be part of our vision for the future."

The Results

"Cisco continues to provide us with leading edge technology and high quality service and support," Duarte says, "and that's what's helping us be so successful." He adds that because Cisco helps ONI to provide clear advantages to its customers, it will be essential to ONI's future as the company continues to deploy new services.



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