

**By deploying the hosted RTC Factory VoIP platform BIK realized their goal of being a VoIP operator in less than eight weeks.**

## RTC gives BIK a head start as a VoIP operator.

With a state of the art metropolitan network available for the inhabitants and businesses in the municipality BIK had a clear goal of moving up the value chain and offer services on their infrastructure. Telephony was one service requirement – and it had to be implemented with the least capital expenditure and no increased back-office.

### About BIK

BIK, *Bredband i Kungälv*, is managing a municipal network in the south-west of Sweden. The company is a joint venture between the municipality and the local energy company.

The network currently reaches 2,000 users and is expected to double yearly. It is managed at a very low cost base with only a few employees.

### Nothing less than everything!

The market place in Sweden for VoIP services has grown rapidly. Quite few low quality fortune hunters have entered the market. Instead, the quality is in general excellent and a quite broad service portfolio is demanded by the market. To invent the wheel once again was not an option for BIK. The following was deemed as initial requirements:

- Telephony not broadband chat
  - Real telephone number
  - Emergency number
- Automatic client-device provisioning - true plug-and-play
- Branded softphone
- Customer self-service portal
- Integrated and outsourced
  - Billing
  - Support
  - Logistics
- Telephone number porting service
- PSTN Carrier transparency

Only that first list of items transformed into man hours gave an image of a too vast project to embark on without a solid partner.

### Back-office

With limited resources in the BIK back-office an integrated and automated OSS/BSS was a top priority.

The branded customer self-service portal including interfaces to first line support call-centers, post-paid billing and pre-paid payment services together with the back-office web-based system enabling full control over everything from user data to tariff management was a perfect fit to BIK.

- **“... it takes up to 8 weeks to get a new phone line in my house from the incumbent – now, in the same time period, we have a new Telco competing with the incumbent...”**

**Lars-Olof Lindblad**  
Head of IT Strategy  
Kungälv Municipality

- **Free calls within the BIK network**
- **At least 60% less monthly charge compared with PSTN-alternative**
- **Improved brand awareness – strong local presence.**

One person could successfully take BIK from being 'just another broadband supplier' to a fully fledged service provider.

## Quality is key

With BIK's excellent broadband network based on award winning PacketFront® technology securing quality of service was no match.

Quality of service in the broadband cloud is ensured by simply choosing a prioritized port in the end-user equipment.

High-quality codecs and intelligent NAT traversal applications within the RTC platform secures that all calls are handled correctly and with excellent sound quality.

## Capex – less risk

BIK was turned into a complete VoIP operator without a single EUR spent on capital expenditure.

Tens of thousands EUR were saved in installation of appliances, development of portals, integration of out-source partners and so on.

When BIK started selling their VoIP-service to end-users at Christmas 2005, it had taken BIK and RTC less than 8 weeks from first meeting, reaching a decision and full implementation of the service delivery platform.

## Future

Having focused initially on the residential market and proved

the service and business model in only three months BIK is now turning to the SME's and SOHO's.

By extending the service offering with the RTCWORX – Hosted Centrex solution BIK predicts significant growth and increased local market share.