

How Juniper MX Series Routers Enabled Service Innovation for Kerala Vision Broadband



Kerala Vision Broadband, a leading internet service provider, sought to introduce innovative services to stay competitive. Datacipher provided a comprehensive solution using Juniper MX Series routers, enabling Kerala Vision to offer new high-demand services and enhance their market position.

Challenge

Need for Service Innovation

Kerala Vision Broadband needed to introduce new, innovative services to remain competitive but was constrained by their existing network infrastructure. For the past year, innovation had been a strategic priority, necessitating a robust solution to support advanced services.

SOLUTION

Juniper MX Series Routers with Advanced Service Support

Datacipher implemented Juniper MX Series routers, enabling Kerala Vision Broadband to offer versatile service offerings, advanced routing capabilities, and integrated security.

Implementation Process

- **Assessment:** Assessed the potential for new services and identified infrastructure needs.
- **Configuration:** Configured Juniper MX Series routers to support advanced services like MPLS, VPNs, and enhanced security features.
- **Pilot Projects:** Launched pilot projects to test and refine new services before full-scale implementation.
- **Deployment:** Deployed the new services and optimized the infrastructure for performance.

Challenges and Overcoming Them

- **Reliability:** Ensuring the new services were reliable and met customer expectations through careful planning and pilot testing.

OUTCOME

Launch of High-Demand Services and Increased Revenue

Immediate Changes/Benefits:

- **New Service Offerings:** Enabled the launch of high-demand services such as MPLS-based VPNs and enhanced security solutions.
- **Seamless Integration:** New services integrated seamlessly with existing systems, allowing for quick rollout and adoption.

Impact Metrics:

- **Quantifiable Data:** Increased revenue by 20% from new service offerings within the first six months.
- **Before-and-After Comparisons:** Significant increase in customer acquisition and retention due to new services.

Client Satisfaction and Future Plans Kerala Vision Broadband expressed high satisfaction with the ability to offer new, innovative services. They plan to continuously update and expand service offerings to meet evolving customer needs.

Conclusion

Kerala Vision Broadband faced the challenge of needing to introduce innovative services to stay competitive while constrained by their existing network infrastructure. By implementing Juniper MX Series routers with support for advanced services, Datacipher provided a solution that enabled the launch of high-demand services and significantly increased revenue.

For further guidance and customized network solutions, reach out to Datacipher. Our experts are equipped to help you enhance your network infrastructure, ensuring optimal performance and customer satisfaction.

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