

## Case Study: Call Flow

### Executive Profile



Call Flow started in 2002 as a provider of cheaper telephone calls. Over the years, their products have expanded to meet the growing demands of our customers. In 2010, Call flow decided that our accumulated skills could address a market need of providing faster broadband, with 100% coverage, to rural areas i.e. through the deployment of SLU. Within eight months, Call Flow had become the UK's largest provider of SLU.

Location: U.K.

### Summary

Call flow offers consumers and businesses telephone and broadband solutions with a mix of traditional, radio, superfast and ultrafast broadband connectivity technologies. Having implemented their cabinets incorporating VDSL DSLAMs, Callflow were looking for a CPE partner to provide a cost-effective, robust and stable wifi router to offer to their customers on both ADSL and VDSL tails. The 8800NL from Billion was the ideal solution.

### Our Solutions

As well as being compatible with ADSL and VDSL lines, the router also has a secondary WAN port that can be used to connect to Call flow's radio customer's equipment, which means that Call flow could standardize on one model for all three connectivity technologies, helping to streamline CPE support and fulfillment. Call flow was keen to minimize further time spent on manually configuring each unit sent out to customers and looked to develop a TR-069 platform on the backend, to provide a "zero touch" configuration experience for both the end user and the Call flow fulfillment team.

*"Working with Billion engineers a bespoke firmware was developed for the 8800NL, which would work seamlessly with Callflow's TR-069 platform, and after a successful trial period, the 8800NL now ships out to Callflow customers with this bespoke TR-069 firmware pre-installed, helping to remove the need for time consuming pre-configuration, and reducing the frequency and volume of support calls."*