Media release

Quadruple-play provider WWZ chooses as Swiss pioneer the groundbreaking cloud-based SDN solutions from Calix. For more efficient processes, faster market launches and to strengthen customer loyalty.

The digital change also challenges the Swiss broadband network operators again and again. Disruptive OTT offerings, the IP standard, new technologies such as cloud services, and the convergence of the energy supply market are increasing both the demands and the complexity.

This often not only reduces the ARPU and the view on the customer, it also drives the OPEX and the churn in an often limited value chain. This does not have to remain like this.

Reducing OPEX - increasing loyalty
The cloud-based, Software-Defined-Networking (SDN) Calix solutions, launched for Switzerland by Broadband Networks (BN), give cable broadband network operators several decisive competitive market advantages:

- Reduction of OPEX through simplification of the network architecture
- Expansion of 10 Gigabit access into the customer's home network
- Rapid implementation of new products / services
- Use of artificial intelligence to enhance customer experiences and product differentiation
- Open ecosystem for third party applications.

This allows operational efficiency gains, reduces capital costs and creates new revenue opportunities through an increased value chain. This in turn strengthens client retention and brand loyalty.

WWZ opts for SDN solution from Calix
As first mover, WWZ in Zug decided to replace all 15 PoPs within its catchment area with XGS-PONs from Calix AXOS E9-2 Intelligent Edge Systems.

Implemented through Broadband Networks, this SDN solution not only gives WWZ more efficient processes, faster time-to-market, an extended value chain and increased customer loyalty. In addition, the Calix solution allows the:

- Integration of BNG (Broadband Network Gateway) functionality
- Connection of the BSS (Business Support System) via a one interface.

Position of strength also in the Smart Home
What's more, with the Calix solution from Broadband Networks, WWZ is also expanding its value chain into the homes of its private customers and into the local area networks of its business clients. In addition, WWZ offers an app for customers to configure a large number of requirements and settings in a self-care process.

In order to successfully differentiate itself in the Smart Home / Business market with new services, stronger brand loyalty and customer loyalty. And all this with breathtakingly 10 GB symmetrical data speed.

With Calix, we are strengthening our market position several ways.

The unified SDN platform simplifies our architecture and processes, improves the use of existing customer data and accelerates the introduction of new services.

And we are extending our value chain into the home network in our customers' homes.

Stefan Willi, CTO IT, WWZ AG

Broadband Networks - Innovation Applied.
For years in close contact with Calix, Broadband Network started concrete collaboration for the Swiss launch of the new, groundbreaking XGS-PON platform.

With the 'first-win' of the WWZ, Broadband Networks has once again brought a disruptive technology from an innovative manufacturer to Switzerland and successfully launched it. And thus once again fulfils its brand promise - Innovation Applied.

Andreas Caluori Branding & Marketing
Urdorf, 5. July 2019

WWZ AG, Zug / Switzerland
Today's WWZ AG was founded in 1892, but its origins date back to 1878. The initial purpose of the company was to reliably supply the population and trade in Zug with water and electricity. In the 1970s, the company began building its television network - the basis of today's comprehensive fibre-optic cable network - and connected the region to the European natural gas network in 1990.

Today WWZ is one of the 100 largest employers in Central Switzerland and supplies customers in the canton of Zug and beyond with water, electricity, gas, heat and telecommunications.

Calix Inc., San Jose / USA
Calix is the world's leading provider of cloud and software platforms and services for the implementation of state-of-the-art access networks.

Calix platforms and cloud services help customers create next-generation networks that optimize customer satisfaction, leverage big data, and transform the complexity of smart homes and businesses into new revenue streams.

Broadband Network AG, Urdorf / Switzerland
Broadband Networks is a leading, independent Swiss company for innovative network solutions and cloud services. We support Swiss network operators and service providers with best-in-class services and unique solutions to build and maintain strong market positions.

Our focus on targeted innovation, our deep understanding of the industry and our in-depth experience in digitization allow us to think beyond the here and now to realize tomorrow's innovations today. That is our promise.