

Data Networking
Division

Spain's leading ISP chooses STTM 200 to support growing number of subscribers

Advanced Broadband Services with unmatched performance

Headquartered in Logroño, Arsys Internet is a leading Internet Service Provider (ISP) in Spain, offering services to businesses throughout the region since 1996. Arsys recently added Digital Subscriber Line (DSL) services to its service portfolio, resulting in rapid growth in the company's customer base.

To cost-effectively deliver service to rapidly growing numbers of broadband users requiring higher connection speeds, Arsys decided to evaluate next generation B-RAS platforms. In order to meet Arsys' needs today and tomorrow, the new platform had to meet several key requirements, including:

- Easily increase the number of subscribers to meet rapid user growth.
- Higher bandwidth-per-subscriber regardless of the number of users or advanced services enabled to ensure high performance today and into the future.
- Reduce cost-per-subscriber by providing a single device that could support large numbers of users with no degradation in performance as users are added.
- Robust Quality of Service (QoS) and traffic management to support service guarantees.

"The ST200 emerged as the most suitable product to provide the high subscriber session support required to overcome Arsys' primary obstacle of cost-effectively supporting a demand for high session counts and high bandwidth per session."

- Rafael Citoler, General Director, Arsys Internet

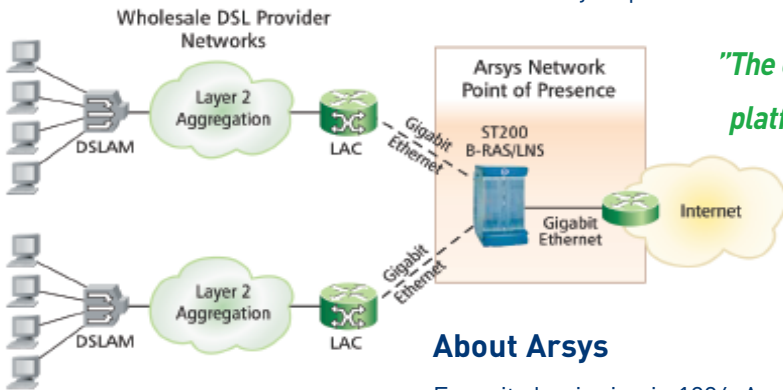
The Solution

After engaging several B-RAS vendors in extensive technology evaluations, Arsys chose the solution from Ciena Corporation and its strategic partner, ECI Telecom. With support for an industry leading 100,000 active subscriber sessions per chassis, the ECI ST200 Service Edge Router proved to be an ideal solution for Arsys. The high performance, distributed ST200 architecture allowed Arsys to meet increasing subscriber demand and growing bandwidth-per-subscriber while lowering the average cost per user. This is key to increasing the profitability of current offerings, while allowing Arsys to roll out revenue-generating, value-added business and residential broadband services in the future.

Ciena and ECI emerged as the most suitable vendors to provide the high subscriber session support required to overcome Arsys' primary obstacle of cost-effectively supporting a demand for high session counts and high bandwidth per session," said Rafael Citoler, general director at Arsys Internet. "In addition to reducing our cost per connection, the ST200 also enables exceptional QoS and carrier-class stability, so we can be confident that our guarantee to customers of service availability and bandwidth allocation is upheld. The combined solution, Ciena's local presence and ECI's platform, creates a complete service portfolio for us to increase the efficiency and profitability of our network and cost effectively attract new customers."

A Future Proof B-RAS Solution

As Arsys continues to evolve its network to include sophisticated broadband services such as Virtual Private Networks (VPNs) and Virtual Private LAN Services (VPLS), the company will not need to add new hardware each time it wants to turn up a new service. Unlike older generation B-RAS devices, the ST200 includes a scalable, distributed architecture that provides the flexibility and stability required to support emerging broadband services. The flexible ST200 architecture enables Arsys to simply turn on new services via ECI's ShadeTree™ System Software, with no additional hardware required. As a result, Arsys has a high performance, cost-effective broadband solution in place today, with the advanced architectural flexibility and scalability required to meet future service, subscriber, and bandwidth growth.



"The combined solution, CIENA's local presence and DND's platform, creates a complete service portfolio for us to increase the efficiency and profitability of our network and cost-effectively attract new customers."

- Rafael Citoler, General Director, Arsys Internet

About Arsys

From its beginning in 1996, Arsys has become a leader in the specialized sector of Internet domain registration and web hosting. The company has optimized its quality/price ratio with a high level of automation of its management processes and server maintenance, resulting in very competitive tariffs, rapid response times in the start-up of new services and a high level of remote control for even the simplest services.

The growth of the company is sustained through a solid R&D structure. Highly qualified professionals focus on the continuous improvements that the company brings to its products and distinguish it in the marketplace. The constant emphasis on innovation and technological development, in addition to competitive pricing, are characteristics that make Arsys a top rate company.

Arsys is headquartered in the city of Logroño (Rioja region), in a modern six-story building, where it houses the most advanced commercial Internet data center in Northern Spain. This center possesses the proper technical and security resources to guarantee stable and high quality services to Arsys customers. More information can be found on the web at www.arsys.es

For company or product information go to www.ecitele.com/dnd or send information requests to dnd-info@ecitele.com. You can also contact one of ECI's offices.



www.ecitele.com

Corporate Headquarters / Research & Development Center
ECI Telecom Ltd.
30 Hasivim Street
Petach Tikva, 49133 Israel
Tel: +972 3926 6555
Fax: +972 3928 7100

US Research & Development Center
ECI Data Networking Division
Omega Corporate Center
1300 Omega Drive
Pittsburgh, PA 15205, USA
Tel: +1 412 809 4200
Fax: +1 412 809 4201

Europe
ECI Telecom GmbH (Germany)
Buropark Oberursel, In der Au 27,
61 440 Oberursel, Germany
Tel: +49 6171 6209 0
Fax: +49 6171 6209 88

ECI United Kingdom
ISIS House, Reading Road, Chineham
Basingstoke, Hampshire, RG24 8TW, UK
Tel: +44 1256 388 000
Fax: +44 1256 388 144

ECI Telecom France
Espace Velizy "Le Nungesser"
13 Avenue Morane Saulnier, 78140, Velizy,
France
Tel: +33 (1) 3463 0480
Fax: +33 (1) 3946 2118

ECI Telecom Inc., USA
1201 West Cypress Creek Rd
Fort Lauderdale, FL 33309, USA
Tel: +1 954 772 3070
Fax: +1 954 351 4404

Latin America
ECI Telecom do Brasil Ltda.
Av. Dr. Cardoso de Melo, 1460 - cj. 101/2
Vila Olimpia, 04548-005 - Sao Paulo - SP - Brasil
Tel: +55 11 3512 1600
Fax: +55 11 3512 1601

Asia Pacific
ECI Telecom Singapore
150 Beach Road #28-07/08
Gateway West, Singapore 189720
Tel: +65 6297 7335
Fax: +65 6299 2716



For information contact sales@ciena.com or go to www.ciena.com

Ciena Corporation
1201 Winterson Road
Linthicum, MD 21090 USA
Tel: +1-800-921-1144
or +1 410-865-8500 (outside USA)
Fax: +1-410-694-5750