



ADB gateway technology to enable Swisscom to successfully deliver innovative unified approach

- *ADB is delivering a single device model to unify Swisscom's diverse customer premise equipment portfolio*
- *SDN/NFV transition enables more automated service activation and provisioning*
- *Flexible hardware platform supports widest market segment, while enabling faster time to market and cost savings*

Geneva, Switzerland, 18 October 2016 – **ADB**, a leading provider of solutions and services for media and broadband convergence, has today announced that telecommunications provider **Swisscom** has chosen ADB's broadband gateway solution as part of a major connectivity unification strategy that will enhance its service offering for small business customers.

The innovative approach will utilize **Software Defined Networking (SDN)** and **Network Function Virtualization (NFV)** alongside a flexible **ADB ST6840 Universal SMB Gateway** to unify Swisscom's portfolio approach and deliver a broader range of consistent services.

Swisscom is Switzerland's leading telecoms provider and one of its foremost IT companies, delivering over 6.6 million mobile and 2.5 million fixed telephone deployments, plus 2.3 million broadband and 1.4 million TV access lines to corporate and residential customers.

Employing the **ADB Epicentro broadband solution** will enable Swisscom to manage its diverse set of products and services through the new single device model. Swisscom will be able to standardise its multiple customer premise equipment platform to take advantage of new SDN/NFV technologies and thus reduce capital expenditure and operating costs for its broadband business, while accelerating time-to-market for new advanced services.

The new unified gateway is suitable for multiple service offerings from entry level to high end with support for next generation access via VDSL 35b, G.fast and SFP. The unit supports multiple access technologies including ADSL, fiber, GbE, 3G/4G along with multiple voice interfaces including SIP, FXS, ISDN and DECT.

Built around ADB's Epicentro software stack, the gateway has deep support for enterprise-class services via SDN and virtualization, including Hewlett Packard Enterprise's OpenNFV, OpenFlow and Open vSwitch. This will allow Swisscom to benefit from automated service activation and provisioning with self-installation by end-users. The use of SDN will also reduce operational complexity.

Jean-Daniel Steiner, Head of Tribes for Telco Cloud Public & Telco Products at Swisscom, says: "Unifying the management of our customer premise equipment and moving to a single, flexible platform allows us to benefit from the implementation of SDN and NFV. This is a fundamental shift that will streamline service delivery and aid in the development of new business products. ADB



has a proven and successful track record along with extensive engineering expertise, and our relationship with ADB is a vital element in the successful migration to our new platform."

Corrado Rocca, Executive Vice President Product Management and Development at ADB, notes: "Swisscom is a great example of a progressive telecommunications services provider employing new technology to both reduce costs and enhance value across an increasingly interconnected set of IP powered products. Across the industry, what is today considered an internet access gateway decision is quickly evolving into a choice impacting a much wider range of services.

"From broadband to TV to the Internet of Things, ADB's knowledge and years of experience working closely with telcos, pay-TV operators and, more recently, consumer electronics manufacturers, places us in a great position to help pioneers such as Swisscom successfully build next generation infrastructure."

ADB's broadband technology is built on more than 20 years of innovation. The company has deployed 100 million connected devices worldwide, including 30 million broadband gateways.

Demonstrations that highlight the newest capabilities of ADB's upgraded and new solutions, including the ADB ST6840 Universal SMB Gateway, will take place at the **Broadband World Forum 2016** in London October 18-20 (**Stand A75**). To book an appointment at the show, please contact sales@adbglobal.com.

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About Swisscom

Swisscom, Switzerland's leading telecoms company and one of its leading IT companies, is headquartered in Ittigen, close to the capital city Berne. Swisscom's international activities are concentrated mainly in Italy, where its subsidiary Fastweb is one of the biggest broadband providers. Around 21,400 employees achieved revenues of CHF 5.77 billion in the first half of 2016. Swisscom is one of the most sustainable companies in Switzerland and Europe. For more information, visit www.swisscom.ch

About ADB

ADB is Connecting Lives and Connecting Worlds with innovative solutions for personal and business TV and Internet of Things (IOT). We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customers to build successful businesses and deliver the connected experiences consumers crave. We know what success looks like because we are empowering some of the world's leading content distributors, pay TV and broadband operators including A1



Telekom Austria, Border States Electronic, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom, Italia, Telefonica, Telenet, Time Warner and Vodafone.

ADB has a passionate and dedicated team of over 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

For more information, visit www.adbglobal.com