

TALKTALK BUILDS THE UK’S MOST EXTENSIVE NEXT-GENERATION NETWORK WITH JUNIPER NETWORKS

Summary

Company: TalkTalk

Industry: Telecommunications

Challenges:

- Provide a high-performance, reliable, and scalable network servicing more than 4 million customers
- Deliver new value-add, differentiating services to customers while leveraging existing network infrastructure
- Remain focused on sustainability in all aspects of the organization

Network Solution:

- MX960 3D Universal Edge Router
- EX4200 Ethernet Switch
- SRX5000 line of services gateways
- WLA Series Wireless LAN Access Points

Results:

- Introduced a next-generation network based end to end on Juniper Networks
- Launched new value-add services such as TalkTalk TV
- Provided continuous expansion and evolution of network coverage
- Viewed as an innovation leader in the marketplace

The UK telecommunications marketplace is crowded, and customer service, performance, and quality are of the utmost importance. The threshold to swap providers is low, and cost and value for money are key requirements for customers.

TalkTalk, operating in this environment, is acutely aware of the business challenges. The company’s mission is to improve operating efficiency and effectiveness while delivering value-for-money services, including voice, data, Internet, and more recently, TalkTalk TV. A robust, innovative, and flexible network is essential to this effort.

Challenges

TalkTalk is one of the largest service providers in the UK, servicing more than 4 million customers under the TalkTalk and AOL Broadband business brands. The company, which has grown rapidly through a combination of acquisition and organic growth, quickly realized that a traditional network could never provide the scalability and performance required to serve its current customer base while accommodating future growth plans. Colin Whitbread, chief network officer at TalkTalk, explains: “We have always viewed ourselves as disrupters in the marketplace. We are highly innovative, and our network is the critical engine behind our marketing machine. The next-generation network we’ve put in place with Juniper Networks has the ability to cover 91% of UK homes and operates in over 2,500 exchanges.”

Solution

TalkTalk’s next-generation network is entirely based on Juniper technology. At its core, the network relies on Juniper Networks® MX Series 3D Universal Edge Routers, which provide the huge amounts of bandwidth needed for its 4 million customers to connect efficiently and transparently. At the network edge, Juniper Networks EX Series Ethernet Switches are delivering a key interface to the operations and business support systems (OSS and BSS) needed to provide and manage all of the services. In addition, Juniper Networks SRX Series Services Gateways are installed in front of the public TalkTalk website, as well as on the internal servers, to provide optimum data security. Juniper Networks WLA Series Wireless LAN Access Points help meet internal IT and security requirements and support a Wi-Fi rollout, which is underway.

“We view Juniper Networks as a trusted business partner who helped us build the best network. The day-to-day evolution and design of the network rely heavily on its expertise. Juniper Networks is happy to think with us, push the boundaries and help us on the road to evolution and optimization. The biggest testament to our network comes from our customers—they just plug in and their services work!”

- Colin Whitbread,
Chief Network Officer, TalkTalk



Results

The design of the Juniper Networks-based network infrastructure means that new service offerings can be launched easily and effectively on the same platform. The launch of TalkTalk TV at the end of 2012 was executed using the same next-generation network on which the voice, data, and Internet services already run. TalkTalk TV is a joint venture with the BBC, ITV, Channel 4, and Channel 5 (the UK's leading terrestrial broadcasters), and it provides a totally new way of watching TV with the ability to record and rewind live TV and easily search through thousands of hours of programming. "The success of TalkTalk TV is surpassing our expectations," Whitbread says. "Within a couple of months from the launch, we have 80,000 customers already installed, and we expect this to grow rapidly into the hundreds of thousands or even millions."

The nature of TalkTalk's business means energy is used, and a key element is making sure that it is not wasted. Only renewable electricity (that is, no fossil or nuclear fuels) is used for the next-generation network to reduce the CO₂ impact. The Juniper network has also enabled TalkTalk to introduce state-of-the-art audio-conferencing and video-conferencing facilities, drastically cutting down on travel requirements for its workforce.

TalkTalk's next-generation network is a single platform that condenses all services and utilizes the efficiencies of the equipment. This approach enables TalkTalk to offer competitive pricing and innovative products backed up by excellent service. Whitbread is quite clear about the role Juniper Networks plays in this success. "We view Juniper Networks as a trusted business partner who helped us build the best network. The day-to-day evolution and design of the network rely heavily on its expertise. Juniper Networks is happy to think with us, push the boundaries, and help us on the road to evolution and optimization. The biggest testament to our network comes from our customers—they just plug in and their services work!"

The reliability and performance, which we saw in the Juniper Networks technology, gave us the confidence that we could deliver something special together. We work together, have collective engagements and we always have the customers—our users—at the heart of everything we do."

- Colin Whitbread,
Chief Network Officer, TalkTalk

Next Steps and Lessons Learned

Whitbread comments on the decision to work with Juniper Networks: "We saw a real similarity between TalkTalk and Juniper Networks in terms of philosophy. We are both disrupters in our marketplace, and innovation and customer experience are qualities we both value enormously. The reliability and performance, which we saw in the Juniper Networks technology, gave us the confidence that we could deliver something special together. I view Juniper Networks and the account team as an extension of our own business team. We work together, have collective engagements, and we always have the customers—our users—at the heart of everything we do."

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at www.juniper.net.

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