



# TP-LINK Helps ISP Soborka Provide Better Service for Subscribers

## ■ CUSTOMER PROFILE

Name: ISP Soborka

Scale: 50+ employees

60,000+ subscribers

Industry: ISP

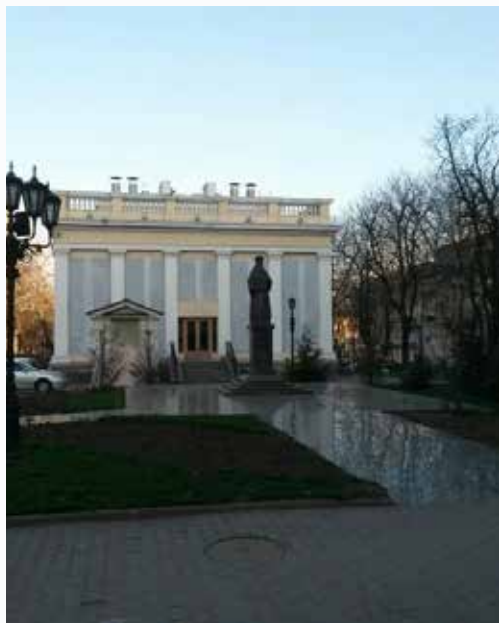
Location: Odessa, Ukraine

"Our customers are much more satisfied with the network since the upgrade. It has done a lot to improve our reputation."

— Mr. Petr Sirotn, Soborka CEO

## ■ BACKGROUND

Founded in Odessa in 1999, Soborka has spent the last 15 years developing its network and services. As the company matured, it earned a reputation for being a dependable ISP. Its network contains thousands of switches and provides service for more than 60,000 subscribers in thousands of buildings and private homes every day. Soborka has recently begun to create a network of high-speed fiber and copper cables that can provide subscribers with even more bandwidth. They also began developing IP-based services, such as SIP telephony, IPTV, and Internet-radio.



## ■ CHALLENGE

### • Outdated, unstable switches with deteriorating performance

As one of the oldest ISPs in Odessa, Soborka had a large network of outdated switches that was growing more and more unstable with time. This resulted in frequent disconnections and frustrated customers. ***“Competition in the ISP market is very intense,”*** said Mr. Petr Sirotin, CEO of Soborka.

***“Unreliable connections can have a devastating impact on the end-user’s online experience and can do serious damage to our reputation, so we needed to update our switches to create a more stable network.”***

### • Inefficient management and inconvenient maintenance

Soborka’s old access level switches were like unmanaged switches or like easy smart switches and, as the network grew to include thousands of switches at the access level, management became a major struggle and locating problems consumed a lot of time whenever a switch was down. Soborka wanted new switches that they could manage and maintain with ease and efficiency, which would allow them to reduce operation costs.

### • High demand for smooth of IP-based services

As Soborka develops its IP-based service offerings, it was essential that the new switches feature advanced QoS functionalities to ensure that these services always run smoothly. ***“Nobody enjoys making a call that is constantly cutting out or watching a TV show that keeps stopping to buffer,”*** said Mr. Sirotin. ***“If we can’t ensure the performance of our IP-based services, it is going to have a negative effect on our reputation and is going to make it difficult for us to attract new subscribers.”***

### • Complicated switch installation in older buildings

Most of Soborka’s subscribers are located in Odessa's historic city center, which is crowded with cables and utility boxes from several ISPs. Often, there is not enough space on the walls to install larger boxes or to add new ones. To complicate the matter further, city authorities prohibited the installation of any new boxes or cables on historical buildings and neighbors would often object to an ISP installing new communications equipment close to their homes. Because each switch had to be powered and the maximum length of Ethernet cable connections is limited to 100 meters, local ISPs faced a tremendous challenge when searching for places to install new switches.

### • Large quantities and cost sensitivity

Soborka need to replace thousands of switches, which

made it very important that they find a cost-effective solution. ***"As the quantity of switches that we require is very large, even small savings on each switch will represent a considerable reduction in the price of the project,"*** said Mr. Sirotin.

## ■ SOLUTION

After evaluating a number of possible equipment providers, Soborka decided to update their network using TP-LINK switches. To help Soborka prepare for the transition, the TP-LINK team met with Soborka's CEO and CTO on numerous occasions. They discussed the company's commercial and technical needs to determine which devices would be most suitable. These discussions revealed that TP-LINK's 2-Series smart switches would be the best option for Soborka.

### • Highly reliable Internet service

TP-LINK devices are highly reliable and they have significantly increased the stability of Soborka's network.

***"We tested switches from a lot of different vendors and we found TP-LINK's switches to be the most reliable option,"*** said Mr.

Sirotin. ***"Our network has become much more stable since we***

***replaced our old switches with the new ones from TP-LINK. Dropped connections have become very rare."***

### • L2 switches with user-friendly management features

Compared with Soborka's old unmanaged switches, TP-LINK's smart switches offer a wider variety of user-friendly standard management features, such as an intuitive web-based graphical user interface (GUI) and industry-standard command line interface (CLI). SNMP (v1/2/3) and RMON support allows administrators to poll for valuable status information and send traps in response to abnormal events. Soborka also uses special network management software based on RRCPP and a special tool called OPENRRCP. TP-LINK's TL-SL2210, TL-SL2218, and TL-SL2428 switches utilize Realtek components, which allow them to support RRCPP protocols. Thus, network administrators are able to use their preferred software to manage and monitor thousands of TP-LINK switches.

### • Advanced QoS features support smooth IP-based services

TP-LINK 2-Series smart switches apply rich QoS policies to support smooth IP-based services, allowing Soborka to develop their IP-based services with confidence.

Administrator can ensure that voice and video streams are always clear, smooth, and jitter free by designating traffic priority based on a variety of factors, including port priority, 802.1P priority, and DSCP priority. When combined with the Voice VLAN support that the switches provide, the Soborka voice applications demonstrated performance that is much more reliable. ***"TP-LINK's switches help us guarantee the quality of our IP-based services,"*** said Mr. Sirotin. ***"Most of the IP-based service subscribers have been giving us positive feedback."***

### • Compact design and energy efficiency allow for easy

## installation in existing boxes

TP-LINK's 2-Series switches are compact and require very little power to operate, which allows Soborka to install them quickly and easily using their existing boxes and power supply structure. ***"TP-LINK's switches fit into our existing boxes and power supply system quite well. It is great that power consumption of new switches is less. It allows to keep service alive on battery two times longer in case electrical power is off. We didn't change any batteries and got more reserve for free!"*** said Mr. Sirotin. ***"It is actually very difficult to install bigger boxes or find places to add new ones in the city center, so the ability to install the new devices in our existing boxes made things a lot easier for us when we were upgrading all of our access level switches."***

## • Cost-effective pricing provides a better value than competing brands

TP-LINK provided a solution that was more cost-effective than anything offered by the competition. ***"TP-LINK's products offer tremendous value, which allowed us to reduce the cost of updating our large network without compromising performance,"*** said

Soborka's CEO.

## ■ BUSINESS RESULT

After Soborka upgraded to the new TP-LINK switches, their subscribers enjoyed higher speeds and greater stability. ***"Our customers are much more satisfied with the network since the upgrade,"*** said Mr. Sirotin. ***"It has done a lot to improve our reputation."*** The rollout for new IP-based services also went well and more people continue subscribing as time goes on.

With enterprise management features and special network management software, Soborka can manage and monitor thousands of switches remotely. ***"The old switches couldn't be managed, so even small changes to a switch's settings had to be performed in the field,"*** said Mr. Sirotin, ***"Now we can manage our switches remotely, which saves time for network managers and keeps our costs down."***

Before updating their switches, Soborka received detailed information and professional support from the TP-LINK team. ***"They didn't apply too much pressure when selling their products. They just told us about the products, explained how we would benefit from them, and let us make our own decision,"*** said Soborka CEO Mr. Petr Sirotin.