E4-E5 (CFA)

CFA Planning In Developing Areas

Agenda

- Introduction

- Overview of Broadband connection

- Inputs to CFA planning

- Steps for CFA planning

- Service Provisioning

- Marketing of services in the dwelling areas

Introduction

Requirement of the customer for data services:

- Tele-medicine

- Tele-working

- Video conferencing

- Interconnection of LANs and WANs

- Video Distance Learning

- Internet connections with enhanced operations

- Travel Agency - booking online, etc.,

- Banking Industry for faster transactions

Utility companies like Electricity Board, Gas co., etc
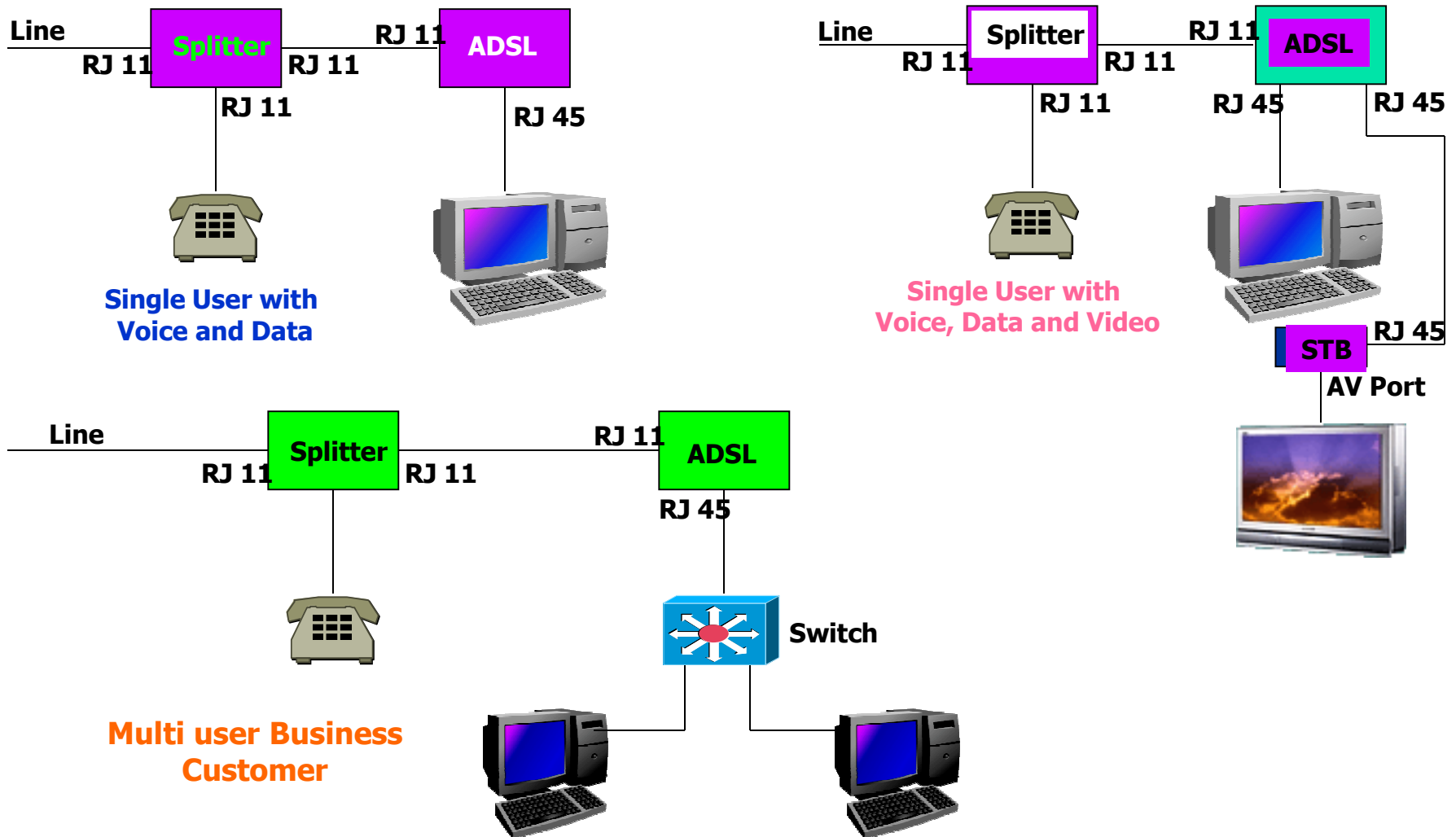
What is Broadband?

As per TRAI:

Broadband is an "An always-on data connection that is able to support interactive services, and has the capability of minimum download speed of 256 kbps"

Note: This definition for throughput may undergo upward changes in the future.

Requirement at Customer End

- BSNL's B phone

- Computer of minimum configuration, with 10/100 Mbps Ethernet Card

- DSL Modem + Splitter

- PPPoE software to be loaded in the Client

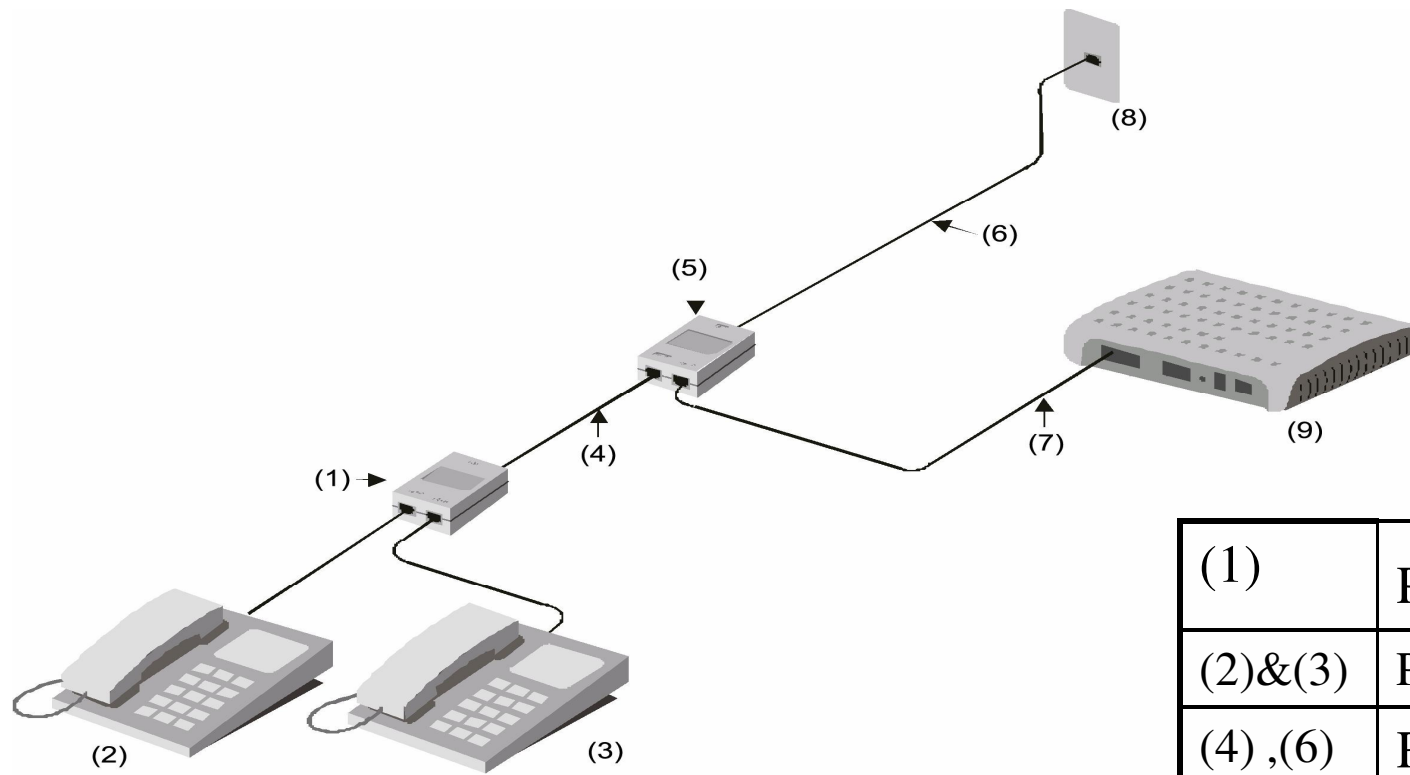- Broadband Account (Username and Password)

Customer Premises Installation

Line
RJ 11 | **Splitter** | RJ 11
RJ 11 | **ADSL**

RJ 11

RJ 45

**Single User with
Voice and Data**

Line
RJ 11 | **Splitter** | RJ 11
RJ 11 | **ADSL**

RJ 11

RJ 45 | RJ 45

**Single User with
Voice, Data and Video**

STB | RJ 45

AV Port

Line
RJ 11 | **Splitter** | RJ 11
RJ 11 | **ADSL**

RJ 45

Switch

**Multi user Business
Customer**

Advantages of Broadband

- Always on (Not on shared media)

- Fast (speed ranging from 256 kbps to 2 Mbps)

- No disconnection

- No additional access charge

- Telephone and Data simultaneously

How to connect Multiple Telephones

(1)	Phone Socket
(2)&(3)	Phone
(4) ,(6) & (7)	RJ-11 Tel cable
(5)	Splitter
(8)	Phone Jack

CFA planning inputs

- HOCC meeting held on 16th October 2007

- Banglore Telecom District signed 53 MOU with 53 builders for 100% telecom services.

- CMD desired to discuss in HOCC meeting in Feb 2008

- Vide D.O. No.617-6/2008-TPS(XT) dated 29-10-2008 the following measures were defined

Steps for CFA planning

- **Identify dwelling units:**

In the major cities it may be multistory complexes and in the towns it is the growth of the new colonies.

- **Making all the dwelling units feasible:**

Multistory complexes can be connected through the DLC units.

- **Generate demand in all the dwelling units by focused marketing efforts**:

Tell tariffs of basic phones, value for money demos like IP TV faster and "do it right- at the first time"

■ Signing MOUs with builders/ associates for new buildings.

•**For the provisioning of telecom facilities this will assure availability of space and other infrastructure.**
•**Draft agreement by various circles or C.O. can be customized.**
•**Guidelines from local bodies.**

■ Improving the services in these areas by making network

as poleless

•Behaviour of Staff ,assurance and quality of service

Service Provisioning

- Basic Voice :RSU,DLC or EPABX

- Laying U/G cable

- For connectivity with the main N/W fibre link

- In city growth area requirement can be met faster.

- For data services high bandwidth fibre is essential

- Once fibre is connected IP TV etc can be provided.

- For group housing society internet facility at one point can be given through Cu pair, fibre CDMA or 3G connectivity.

- For various VAS services BSNL has tied up with a number of SI (System Integrator).

Marketing of services in the dwelling areas

BSNL has to take the lead for the marketing of the services in the new growing areas. Some of the activities that can be taken up are listed as :

- Tariffs offer and the plans are to be appraised to the customers.
- Demos of the various services are required to be arranged in order to generate the interest in these services.
- **Faster and "do it right- at the first time"** shall be the key for the success.

Monthly Report Performa for SSA

Identification of Dwelling units/Colonies

S.No.	Station	Name of Colony/ Building	Dwelling Unit planned	Dwelling Unit constructed/ completed as on 31.10.08	Dwelling unit occupied as on 31.10.08	Cable pair laid/ available	Cable pair faulty	Cable pair planned	Status as on (last date of month)	Likely date of availability of cable pair to all D.Us.	NTC LL provided up to end of the month