



Pakistan Augere

Winning Enterprise Market for Carriers with Baicells innovative Fixed-LTE



Real Time Connection



Financial Industry level Reliability



Customization



Ready for 5G

Augere Pakistan has been operating inside Pakistan since 2010. It is serving some of the biggest names in the world of telecoms, ISPs, Banks, FMCGs, Media Houses and SMEs. Augere is providing both residential and enterprise services, through wireless and wired technologies. With Baicells' help, Augere Pakistan becomes the first Pakistani company to launch Corporate LTE in 11 cities of Pakistan. Augere CEO, Jamal Nasir Khan claimed that "With LTE now under its Umbrella, Augere promises unbeatable services and great Customer Support."

Standard LTE cannot support Layer 2 feature
Layer 2 doesn't exist on standard LTE architecture. However, Augere was in great need of the feature for their enterprise network. How shall we resolve this conflict?

High network cost pressure
With the traditional architecture of BBU+RRU, Augere has to pay high site rental fee, which is a great burden as part of OPEX. In addition, transmission resource (fiber) is quite limited and expensive in Pakistan, while transmission network was not always stable.

Pain points:

Degradation of WiMAX ecosystem
Augere has more than 60 thousand subscribers in Wimax. As we know, Wimax ecosystem was going down quickly since 2010, it became more and more challenging for operators, because there is no future evolution for Wimax technology and less support from vendors, while BTS & CPE are more and more costly since there are few vendors. Recently, the risk is going higher for Augere enterprise business based on WiMAX network and terminals.



Baicells CEO Sun Lixin (right) and Augere CEO Jamal Nasir Khan(left) on the Augere Corporate LTE Launch Event

Solution & Products

- Host on servers
- Integrated eNB
- Layer 2 VNP

Highlights

Real-Time Connection

As ATM service is one of banks' most important services. To guarantee better users' experience before ATM, Baicells adopted distributed architecture, and deployed Distributed EPC nearer to customers. Data path is shorter and latency is reduced as much as possible.



ATM management needs high reliability and short latency

Financial Industry level Reliability

ATM network management is a key requirement that banks pose to telecom carriers. Besides fiber transmission, Baicells innovatively deployed LTE for ATM transmission, as SIM encryption is of high security and hard to be hacked. Even the fiber is cut off by accident, ATM could still be working well.

Customization(Layer 2 feature)

Layer 2 VNP is vital to Augere's cooperate business. However, with standard LTE only, it cannot support Layer 2 VPN. In order to support enterprise business and save the expenses, Baicells customized innovative Layer 2 solution in short time. The solution is based VxLAN protocol, and not only perfectly match the business requirement, but also provide flexibility and expandability beyond expectation.

Ready for 5G

Future 5G network architecture will definitely be driven by applications and services. Different applications and services have different requirements on bandwidth, latency and connections. Then Software Define Network is of significance. Based on SDN, network could be dived into different slices which flexibly adapted to different requirements of applications. Baicells deployed SDN LTE network for Augere, and it could smoothly evolved to future 5G architecture, no need changing hardware.

Future Growth

Enterprise business is the high-value market for Augere. Baicells made best use of Fixed-LTE solution to support enterprise last-mile access for carriers. Newly planned Premium Corporate LTE by Augere will be capable of delivering speeds of up to 100Mbps per customer. In next phase Augere is investing over USD 10 million for network deployment.

"Baicells in particular has presented great commitment in building scalable capacity-based small-cell network to meet this high growth of data. With flexible deployment model and cost effective Virtual EPC solution we believe this could prove to be a winning combination for industry convergence towards LTE and 5G Networks."

Augere CEO, Jamal Nasir
