Delivering New Scalability in Bangladesh's Dynamic Mobile Market

Bangla Trac has deployed Cataleya's Orchid One to manage high volumes of mobile traffic with guaranteed quality of service and experience.

Bangla Trac Communications, a leading Bangladeshi telecom service provider and international gateway operator, is evolving its business to match the needs of a rapidly growing mobile sector in its home market. Initially specialising in voice termination services to Bangladesh, it is now one of only seven licensed international gateway operators in Bangladesh. This has created new demand for scalability in its business as well the need to offer exceptional quality of service (QoS) and experience (QoE) as it manages increasing traffic volumes.

Bangladesh has a population of over 168 million people and is the 12th largest mobile market by subscribers in the world according to the Central Intelligence Agency (CIA) Factbook. The Bangladesh Telecommunication Regulatory Commission has worked hard to encourage the development of a highly competitive mobile telephony ecosystem of which Bangla Trac is an essential part.

A rapid uptake of mobile services in recent years means there are now nearly 130 million mobile subscribers in Bangladesh, who are looking for higher quality domestic and international connectivity for their applications and services.

The country's government has played a part with its Digital Bangladesh strategy, aimed at creating nationwide internet connectivity and digitised public services by 2021. Mobile traffic volumes in an economy where few citizens have a fixed line connection are growing and are seen as essential communications infrastructure.

The Challenge

Bangladesh has about 20 international gateway operators which they have to terminate through the seven selected aggregators, managing all international traffic. Bangla Trac, as one of the seven appointed gateway operators in this new streamlined market, needed to quickly scale its switching capacity to meet added demand.

This dramatic change in market dynamics necessitated a next generation switching solution that would give Bangla Trac the power to meet rapid growth in traffic head on, both now and in the future. It needed to be a solution of proven scalability, ideally from a partner with demonstrable and tested credentials in challenging emerging market environments.

Given that Bangladesh's base of mobile subscribers is certain to grow further with new types of services to be launched that will test network capabilities still further, Bangla Trac needed a solution as future-proofed as possible.

The Solution

Cataleya's Orchid One session and application manager will enable Bangla Trac to scale to meet the new demand that it faces. Orchid One will help to streamline traffic management and improve QoS, while having the potential to scale to serve nearly 130 million mobile subscribers. It will provide a high performance switching environment while leveraging on end-to-end network visibility and big data analytics.

Orchid One is specifically designed to enable the delivery of IP communication services and high-performance applications. It delivers not only full end-to-end QoS but also QoE with visibility from the transport to applications layers, critical for the delivery of IPX-enabled networks.

At the pilot phase of the deployment, Orchid One delivered consistent quality and scalability that Bangla Trac requires. The company is now well positioned for future phases of deployment, and prepared for the rapid growth of its business. Orchid One will support Bangla Trac's long-term growth and enabling it to deliver the highest possible quality of service.

Benefits

Scalability

Libtelco Orchid One has been certified that it can manage 100,000 concurrent sessions without a deterioration in quality or performance

Enhanced Analytics

Bangla Trac can use near real-time analytics and reporting to gain insights into session, service, application, MOS/R-factor scores, network and end-to-end SLAs

End-to-End Visibility

Orchid One offers guaranteed QoS and QoE end-to-end, from the transport to application layer to ensure network performance

Threat Identification

Orchid One's analytics enables Bangla Trac to identify network security threats and reduce the chances of them affecting the network performance

Efficiency

Orchid One enables a multiservice environment while providing monitoring, security and other services in a single solution

The Future

Bangla Trac can differentiate its international gateway offering with new levels of QoS and QoE. This will enable it to compete on quality for new business from Bangladesh's mobile operators and service providers. Orchid One will support its delivery of consistent service while giving it an edge over competitors.

As its communications offering develops, Orchid One will be able to support Bangla Trac with a multiservice environment and IP-based infrastructure. It will now need to build on its wide range of innovative products and services to better serve both local and international partners and help them to be successful.

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> *Orchid One helps operators of all kinds deliver quality at scale. Rapidly growing businesses like Bangla Trac can rely on Orchid One to deliver a high quality of service when managing extreme traffic loads. Its design and capabilities are meant to enable rapid scalability as well as a QoS and QoE that differentiates an operator's offering.*

Jay Jayasimha, CEO at Cataleya.