



**COUNTERPATH**



**Altibox**

Case Study

## CounterPath - Case Study



### About Altibox

Altibox is a leading Norwegian triple-play service provider. With their fiber to the home (FTTH) network, Altibox offers video, voice, internet, and other services to primarily residential subscribers. Currently Altibox has 300,000 customers, making them one of the largest triple-play providers in Norway.

### The Challenge

Altibox was looking for a strategy to boost lower adoption rates for their voice services. Customers are using competing mobile voice service as their primary voice service, supplanting the home phone line. The fixed line services offered by Altibox lack the mobility and convenience of smartphones. Nevertheless, many triple play subscribers see great value in the Altibox triple play and wish for improved voice options.

To respond, Altibox sought a solution that would mobilize the customer's current fixed voice over IP service. By using an over the top (OTT) solution that leveraged home or business Wi-Fi, smartphones and tablets could access Altibox voice services. The bring-your-own-device (BYOD) approach allows customers to use their preferred device, and delivers additional benefits:

- Lower price calling plans. This service would tap into Altibox's current subscription that provides free calling to any Nordic country
- Truly mobile service that can be used anywhere in the world
- Higher voice quality through use of better voice codecs

This mobilized OTT solution also helps defend against other OTT competitors like Skype. Most OTT competitors charge on a per minute basis for terminating a call on PSTN or mobile networks. Because of this, they cannot compete with Altibox's unlimited calling plan within its monthly subscription.

“CounterPath's history of being the leader in softphones, great user interface, and ease of integration with our IP PBX made the selection easy.”

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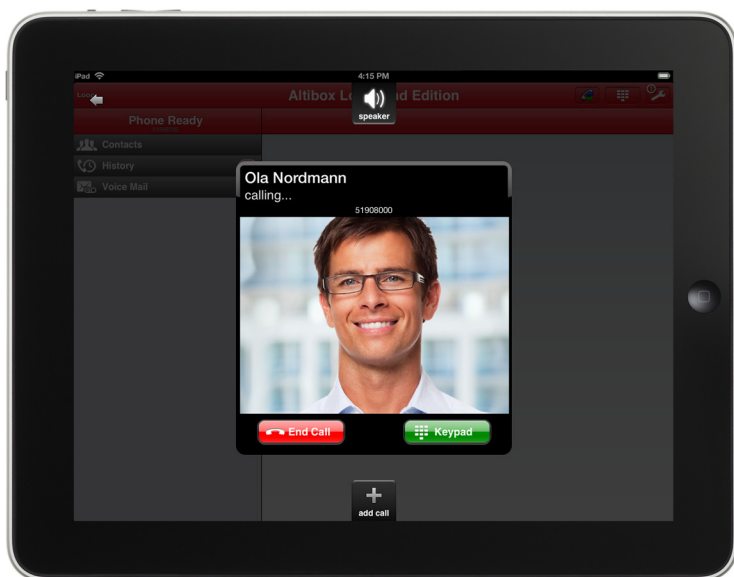
## The CounterPath Bria Solution

Altibox had an IP-PBX in place that provides service for each fixed VoIP customer. Altibox needed a client that would integrate via SIP with their IP-PBX and enable access to several key features and services, such as three-way calling and voicemail. To compete with other OTT solutions, Altibox also wanted a softphone that would support video calling, an integrated contact list, and calling logs.

Altibox was already familiar with CounterPath's softphones. After evaluating the CounterPath Bria user interface, features, and roadmap, Altibox selected Bria. It was deployed in a service that Altibox has branded as "Loop." The Bria client provides all the functionality Altibox required. As the industry leader in softphones, CounterPath has a high-performance media engine and access to many codecs. Altibox selected the G.722 and AMR-WB to provide high-quality voice service between Loop users.

Bria integrates with all major IP-PBXs, so integration with the Altibox Broadsoft PBX and core network platform was not a problem. Also in the core network, an SBC provides a secure access point for traffic from smartphones and tablets operating the Loop client.

Bria also provides video calling between Loop users. Using peer-to-peer video calling over H. 264 video codec, Loop customers can make video calls to any other Loop customer.



“We find that users love the ability to take their home number with them and leverage the value of our calling plans.”



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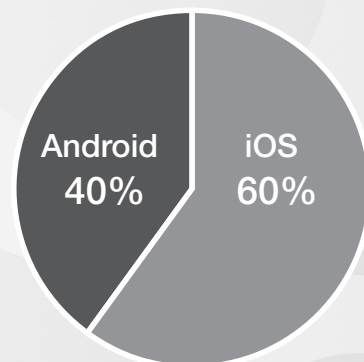
### Results

Altibox launched Loop and targeted existing voice subscribers. The service was offered free-of-charge to customers that subscribe to at least three services from Altibox. One advertisement emphasized the advantages of taking your home phone line number with you on vacation. Many Norwegians have summer houses in the Norwegian countryside or abroad. With Loop, Altibox subscribers can have their smartphones with them on vacation and answer calls that come to their home line. Conversely, instead of paying high international mobile roaming charges from a summer house in Spain to family and friends in any Nordic country, subscribers can use Loop and pay no additional charges. Their unlimited calling plan at home is accessible via Wi-Fi with the Loop softphone on either a smartphone or tablet.

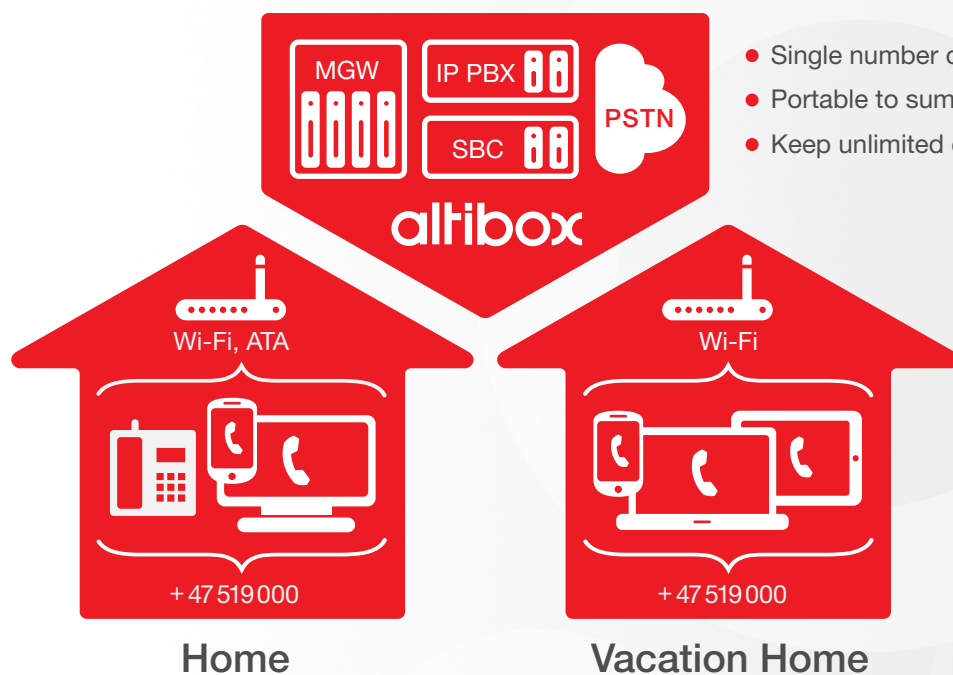
Apple users can download the Loop softphone to their iPhone or iPad from the iTunes App Store. Android users can download from the Google Play store. Currently 60 % of downloads are to iOS vs. 40% to Android. Advertising and word of mouth is continuing to drive adoption.

The Loop product is part of larger mobile strategy for Altibox. While MVNO options are available to Altibox until their mobile network is completed, the Loop OTT service provides a very inexpensive solution in comparison. Loop leverages existing core network hardware and service.

Deployed Altibox Loop Apps  
by Operating System



### Take Loop on Vacation



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