

## Namesco increases margins using ZyXEL's routers for TvMAX service

### Overview

#### Challenges:

- Deliver entire digital lifestyle into the living room such as email access, web surfing, Podcasts and other content on demand
- Grow existing customer base and generate new revenue
- Ensure technology used was compatible with as many TV configurations as possible
- Ability to handle bandwidth requirements

#### Benefits:

- Improved product offering through the launch of TvMax service
- Highly reliable solution with outstanding performance and a low support overhead
- Aesthetically pleasing look of box – small and neutral colour
- Triple play product features

#### ZyXEL Solution:

- ZyXEL Prestige 660RU ADSL Ethernet and USB Combo Router
- ZyXEL Prestige 660H ADSL Router
- ZyXEL Prestige 661 HW Wireless and Ethernet Router



in something new that would not only reinforce that they are a technically innovative company but also help them grow their existing client base and generate new revenue streams. They hoped to achieve this by launching TvMax, a service aimed at bringing back the social element of watching television by delivering the entire digital lifestyle into the living room, such as email access, web surfing, Podcasts and other content on demand.

The technology Namesco chose for the TvMAX service needed to support the wide stream of traffic needed for digital living such as VoIP and online gaming. After evaluating many router manufacturers to partner with including Netgear and Buffalo; Namesco chose ZyXEL. ZyXEL's ADSL products, optimised for triple play applications, were ideal as they allow large amounts of equal bandwidth to be allocated to different applications, In addition, ZyXEL's wide router range meant Namesco could also offer their customers flexible upgrade options with their TvMax service.

*"Our customer base and their Internet usage is hugely diverse. Therefore, we needed a solution that would cater for the needs of home workers and casual users alike and would be flexible enough to accommodate the bandwidth requirements of various applications. ZyXEL's routers were not only the most aesthetically pleasing but also offered a huge range of options which we could in turn offer to our clients. As ZyXEL's products were also reasonably priced, we could offer our service to customers at an extremely competitive price and still make excellent margins."* James Griffin, Product Development and Marketing Manager, Namesco.

### The Project

In today's digital household, multiple media streaming has become as common as the family microwave. Although most ADSL routers have been able to cope with the sending of information, receiving information has frequently caused problems. With so much data going through the cables this has led to blockages, resulting in other applications suffering because of the reduced bandwidth.

Since it was established in 1996, Namesco has grown from a domain registration company, to a web hosting and broadband ADSL provider with over 167,000 customers. Although this has increased revenues and secured a loyal client base, Namesco decided that they wanted to be involved

Namesco decided to offer three different levels of routers due to their differing customer needs. The Prestige 660RU, an all-in-one ADSL Ethernet and USB Combo Router was offered as standard, because its easy installation made it ideal for first time ADSL users. More advanced users who required additional security features in addition to bandwidth management, were offered the ZyXEL Prestige 660H ADSL router with firewall features and Media Bandwidth Management functionality.

The highest level of router, the Prestige 661HW Wireless and Ethernet Router, was offered to home workers because of its additional VPN and wireless features. These gave home workers the chance to take advantage of additional default services as well as reducing the cost of implementing VPN and wireless-based routers.

## Benefits

A combination of sleek looking ADSL routers optimised for triple play applications has allowed Namesco to provide their customers with a broadband to television service that will not interfere with the bandwidth required for other applications. As a result of ZyXEL's flexibility and wide product range, Namesco has been able to develop suitable packages for customers with little broadband knowledge in addition to home workers. ZyXEL is also able to offer a support to Namesco or its customers after implementation as a result of ZyXEL's aftercare support. ZyXEL's reputation for being number one in DSL, coupled with the initial success of the new service, have meant that Namesco has decided to cease supplying BT Voyager hardware and exclusively supply ZyXEL routers across its entire Broadband product portfolio.

*"The TvMax service, which we have been able to offer at an excellent price to existing and new customers, has really made a difference to our service and has helped position us as a leader in innovation and quality. We are extremely pleased with ZyXEL's products and flexibility which have allowed us to create an all-in-one solution, and we are confident that we can now offer all our customers, from beginners to technically astute users, a service that will bring the family together and stop them crowding around a tiny PC screen,"*  
James Griffin.

