



CASE STUDY: CONSUMER BROADBAND ACCESS ACROSS RUSSIA



Enabling Affordable, Easy-to-Deploy Satellite Internet Service in Remote Areas



EXECUTIVE SUMMARY

THE CHALLENGE

Offer high speed satellite-based consumer broadband services with easy home setup at an affordable price

THE SOLUTION

- SkyEdge II-c hub platform at the Dubna satellite centre
- Self-installed Gemini/ Scorpio VSAT CPE
- Comprehensive and flexible ISP management system

BENEFITS OF GILAT

- Affordable residential solution with simple setup and installation
- Minimal investment with multi-VNO support
- High-speed broadband services over Ka band satellites




USING GILAT'S BROADBAND SOLUTION AND EUTELSAT'S HTS NETWORK, TRICOLOR TV OFFERS TWO-WAY CONSUMER BROADBAND SERVICES TO RUSSIAN CONSUMERS.



By working together with Eutelsat Networks, and with Gilat's broadband consumer VSATs, we can offer Russian consumers high-quality and affordable broadband access to the Internet.

Alexey Karpov, Director of Sales and Subscriber Service at Tricolor TV

In working with Gilat we are putting in place a key component of a high-performance broadband infrastructure that will deliver high-quality connectivity. 

Kirill Yanchenko, General Director of Eutelsat Networks, Russia

THE CHALLENGE: BRINGING BROADBAND ACCESS TO UNCONNECTED MARKETS

As Russia's largest Direct-to-Home (DTH) satellite TV provider, Tricolor TV recognized the potential of bringing Internet access to unconnected remote markets lacking sufficiently developed terrestrial network infrastructure.

Commercial success of its two-way "Satellite Internet" service depended upon finding ways to reduce the end user price without compromising service quality. To reduce OPEX, Tricolor TV sought partners that would enable it to take advantage of less expensive, high throughput Ka-band satellites and ground segment equipment.

On the consumer end, Tricolor TV sought an affordable, easy-to-install VSAT device that could support broadband Internet services over Ka band with performance equal to that of a terrestrial solution. To meet specific consumer needs, support for flexible, usage-based tariff plans was another important business requirement.

THE SOLUTION: GILAT'S SKYEDGE II-C VSAT FOR CONSUMER BROADBAND

To meet the challenging requirements of its "Satellite Internet" service launch, Tricolor TV chose Gilat's consumer broadband VSAT solution, which consists of a multi-service hub platform and high-performance VSAT terminals. Satellite capacity is provided by Eutelsat's Express AMU1/EUTELSAT 36C high throughput satellite, which comprises of 18 Ka-band beams delivering continuous coverage of Western Russia, from the Arctic coastline to the Caspian Sea. Tricolor launched the service with minimal investment thanks to Gilat's multi-VNO model, which allows Eutelsat to use the same hardware platform for multiple service providers.



SkyEdge II-c Gemini-i



SkyEdge II-c Scorpio

Now fully operational, the two-way service offers consumer and professional subscribers high-speed data, voice and Internet access with speeds of up to 40 Mbps downstream and 12 Mbps upstream.

Subscribers connect to Tricolor TV's broadband service using Gilat's Gemini VSAT product. Designed for the residential market, Gemini can be self-installed and set up in less than 1.5 hours while supporting automatic service activation. Later this year, Tricolor TV is planning to offer Gilat's Scorpio VSAT, an innovative all-outdoor VSAT-in-a-Box, which further simplifies the installation process and allows for easy maintenance and roof mounting.

THE GILAT ADVANTAGE

To ensure fast web browsing and a high-quality user experience, Gilat's VSAT contains a full set of protocol optimization and application acceleration features, including TCP and HTTP protocol acceleration and payload compression.

Gilat's hub platform features comprehensive and flexible ISP management capabilities, including advanced usage-based service plans, data quota management, automatic service activation, provisioning and integration with existing billing systems.

