

“When it comes to transmission, fibre is the answer – regardless of the question.”

Mike Davies – Vodafone

## VECTORFIBRE DELIVERS VODAFONE 3G SERVICES



With a build plan that will see hundreds of kilometres of new network added over the coming year, Vodafone and Vector Communications are working together to secure world-class mobile services for business and consumers for years to come.

### THE CHALLENGE – customer use of mobile broadband is exploding

More and more of Vodafone New Zealand's customers demand the rich mobile applications offered by devices such as the BlackBerry and iPhone. With usage growing fast, Vodafone needs a way to handle the enormous data loads between its Auckland cell sites and its internal network. The right solution would give its customers the outstanding, reliable experience they expected, and also let Vodafone take advantage of the huge commercial potential on offer.

### THE SOLUTION – fibre, fibre and more fibre

“We're committed to expanding our data-rich 3G digital services and in a densely populated area like Auckland we decided that we needed something more future-proof than a traditional copper-based link.”

Mike Davies – Vodafone

Mike Davies, General Manager of Vodafone New Zealand's Operations and Networks explains. “Customers tell us they want it to be easy for their mobiles to download music, watch TV and send and receive vital business data on the move. That creates a step change in the demand on our data transmission needs.”

The flow of data to and from each cell site is dramatically increasing. To make sure customers won't be affected by congestion in the future, Vodafone needs a reliable, robust, scalable link between its cell sites today.

Vector Communications' VectorFibre network gives Vodafone the backhaul capacity to link its 3G cell sites around Auckland with its main data centres.

“We chose our partner Vector Communications for three reasons. They have proven ability as the experts in fibre networks. The scale of their fibre footprint in the Auckland area. The strength of their Vector parentage.”

**Mike Davies – Vodafone**

“Our core business is serving customers with communications and services, not creating a fibre optic network from scratch. That’s why we chose the best possible partner to work with.”

**Mike Davies – Vodafone**

## THE RESULT – capacity and performance secured for the future

“As you can imagine there’s a lot riding on getting this right,” says Mike Davies, “so we needed to be sure that whoever we partnered with could meet our strict timing plan and deliver the reliability that we have to have. We had been discussing our partnership with Vector Communications for two years before we signed up; but such was our confidence by then that we were happy to make a long-term commitment.”

By partnering with Vector Communications, Vodafone is looking forward to developing many more high performance services for customers. A 7.2Mbit/s mobile data service to thousands of simultaneous connections is imminent, with speeds of up to 20Mbit/s possible in a year or two. And with the possibility for Vodafone to offer fixed broadband data connections to corporate and business users as well, the next few years are looking exciting for Vodafone customers.

## WHY VECTOR COMMUNICATIONS?

By partnering with Vector Communications, Vodafone is looking forward to developing more high-performance services for its customers. Vodafone customers can already download data at 7.2Mbit/s, and the communications giant is gearing up to offer 100Mbit/s using advanced new wireless technology in the near future.

As Vodafone expands its Red Network in and around Auckland, offering competition in the fixed line world, Vector Communications is providing the essential capacity to let Vodafone’s customers experience the Internet as it was intended.

## THE FUTURE FOR VODAFONE

The power and capacity of the VectorFibre network, backed by Vector Communications, means Vodafone can focus on what it does best – provide exciting new services for its customers. It also creates the potential to deliver integrated fixed and mobile communications to corporate customers, an important opportunity for Vodafone in the coming years.

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## ABOUT VECTOR COMMUNICATIONS

Vector Communications is a fibre-optic network operator owned by Vector. The VectorFibre network covers businesses in Auckland and Wellington, with direct connection to the Southern Cross cable, New Zealand’s fibre-optic link to the world. For more information on using a direct fibre connection to help your organisation grow and realise its potential, call Vector Communications on **0800 826 436**, or visit **[www.vectorfibre.co.nz](http://www.vectorfibre.co.nz)**.