

Broadband is quite simply the most important thing to happen in the ISP industry since the success of 0845 dialup Internet in 1999. Broadband take-up reached the 5 million mark in September 2004 when there were 50,000 new sign-ups per week.

Despite the huge opportunity, there are a number of factors that have put companies off entering the Broadband Internet access market:

- High cost of interconnecting with BT Wholesale
- Manually intensive ordering process
- Lack of in-house technical resource
- Insufficient numbers of customers to cover running costs.

We believe that the Griffin Internet Wholesale L2TP Broadband service provides the answer to all these concerns. The up-front and recurring costs are kept very low because we already operate several 155MB Central pipes. We recoup the cost on a pay-as-you-go basis rather than apply the high setup and monthly costs normally associated with selling Broadband.

We make the provisioning and support process much less costly and time-consuming than is often the case. This is because we have invested three years developing the industry's most comprehensive Broadband provisioning system.

Griffin Internet Managed Online Provisioning System (MOPS) provides all the tools you need to place orders, check order status, diagnose problems and report faults. You and your staff can access MOPS using a web browser or link your back office systems into MOPS using our comprehensive set of XML interfaces.

If you do not have experience of providing Broadband Internet access already then our team of experts are on hand to help. We can assist in configuring your home gateway, RADIUS authentication, IP addressing and routing. As with all wholesale services, we are only as successful as our customers - so we will do everything we can to quickly get you up and running and selling Broadband.

If you believe that it is impossible to compete with some of the major brand ISPs our experience shows that this is not the case. Certainly, a large ISP

- ▶ Provides low cost route to selling Broadband services based on your existing network infrastructure.
- ▶ Includes access to the unique Griffin Internet Managed Online Provisioning System.
- ▶ Griffin Internet is one of the longest established and most experienced wholesale providers of Broadband in the UK.

spending millions of pounds a year marketing themselves will always sell more than a smaller ISP. However, in most cases, buying your wholesale Broadband from Griffin Internet will allow you to sell at competitive prices and make a sensible profit.

▶ Key Benefits

Low Upfront Costs

When you sell Broadband via the Griffin Internet Wholesale L2TP Broadband service, you do not need to buy your own BT Central. This is a saving of £50,000 on the setup cost alone compared to buying direct from BT.

You Retain Control

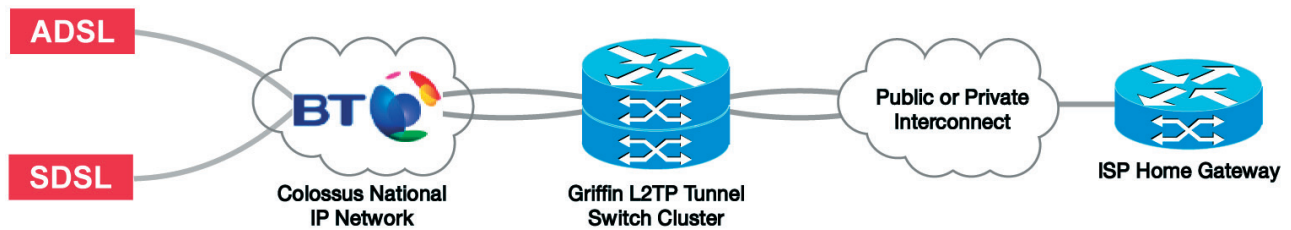
Each end-user session terminates on your own home gateway. This means that you are in control of authentication, IP address allocation and routing. All this provides you with the control you need to manage your end-users effectively.

Industry Leading Provisioning Tools

Griffin Internet has invested three years developing a web based provisioning, diagnostic and repair platform that provides you with the tools you need to sell and support Broadband.

Wide Range of Services

The Griffin Internet Wholesale L2TP Broadband service supports the full range of IPStream Home, IPStream Office and IPStream Symmetric services.



How it works

1. The end-user turns their ADSL/SDSL modem/router on to connect to the Internet.
2. The new session is forwarded from the DSLAM in the end-user's local BT exchange into the BT Colossus national IP network.
3. Within Colossus the session is identified as being destined for the Griffin wholesale central pipes by the user name that the end-user typed in.
4. The session is forwarded from the BT Colossus network to the Griffin Tunnel Switch Cluster.
5. The Griffin Tunnel Switches groom all the sessions based on the domain name used in the username and forward the session on to your own home gateway.
6. The session arrives on your home gateway where it is authenticated via a RADIUS server and given an IP address.

Even though the end-user session may have travelled hundreds of miles and through many devices along the way the latency between the end-user CPE and your home gateway is typically around 25ms. If the end-user performed a traceroute the first hop they would normally see would be your home gateway.

Whilst there is a lot going on in the network to make that individual end-user session arrive safely on the right home gateway, it is not actually that complicated to set up. Griffin engineers have successfully set up new customers in a few days, including helping configure the home gateway and setting the RADIUS server up.

What you need

In order to get started selling Broadband services using the Griffin Internet Wholesale L2TP Broadband you need three things:

Home Gateway

This could be a Linux server running some L2TP software or a Cisco router. The key requirement is that whatever you use is capable of behaving like an L2TP Network Server.

RADIUS Server

This can be any standards-based RADIUS server. We have customers successfully using open source and commercial products with equal success.

Public or Private Interconnect with Griffin

In order to be able to pass end-user sessions between the Griffin network and your network there needs to be some form of interconnect.

If you have a presence in London then another alternative is to interconnect using a private XchangePoint VLAN or directly into the Griffin Internet metro network.

Next steps

The next step on the road to selling ADSL or SDSL using your own network is to speak to us. We can provide you with the commercial details of the service and arrange a demonstration or trial so you can see how the service works in practice. Once you are signed up as a customer you will be given access to the MOPS provisioning system and will receive the training and support you need to get up and running.

