

# Achieving Quality Nationwide 5G Coverage with Third Party Optics

Case Study: Rapid and Reliable 5G

Network Performance with Optics Specialization



## Summary

**Customer** • Tier 1 Wireless Carrier

**Challenges**

- Achieving quality nationwide 5G coverage
- Conveying the value of third party optics to internal stakeholders
- Meet deployment schedule and provide better coverage for their customer

**Solution**

- Leverage Integra's availability model to support customer schedules
- Provide high-quality products that can be coded to any platform needed
- Capability to recode optics in the field to save on OPEX costs
- Utilize customer enablement team to exceed customer expectations

**Result**

- 500,000+ transceivers delivered with 0 failures
- 100% on-time delivery rating from customer
- Exceeded customer expectations converting to third party optics

## Achieving Quality Nationwide

What does investing billions of dollars in spectrum mean for a massive wireless carrier? It means they must rapidly install the equipment needed to utilize that spectrum and achieve the quality nationwide 5G coverage their customers demand.

## The Challenge:

A few key influencers at the tier 1 wireless carrier had an interest in partnering with a third party optics specialist to meet their aggressive rollout schedule, eliminate single-sourced solutions and minimize delays in deployment schedules. However, transitioning from OEM to third party optics could present serious problems within their network. Some of the legitimate concerns from internal stakeholders were:

- Third party optics could be unreliable and/or incompatible with OEM hardware
- It would take time/resources to adequately test third party optics and validate interoperability

- They'd be configuring hardware to ignore soft errors with non-OEM optics
- Using third party optics could void the OEM warranties and OEMs may refuse to provide technical support
- Qualifying a third party optics company who could meet the carrier's high standards would be challenging.

### The Solution:

Integra organized a kick-off meeting with key influencers to better understand their needs as a tier 1 wireless network operator. We reviewed each of their concerns ranging from technical merit of the product, OEM objections and vendor selection.

#### Technical Merit:

We addressed the technical performance of the product by providing a resolution that ranged from product qualification reports, case studies with other tier 1 customer implementations, test products and engineering support to verify interoperability and reliability. Our engineers worked hand in hand with the customer at our test lab and the customer's lab to speed up testing and ensure confidence in our products while minimizing customer resource constraints.

#### OEM Objection:

The second concern was related to OEMs pushing back by threatening to void warranties and not provide technical support if non-OEM transceivers were used in the network.

We shared the success of other Integra adopters and how they overcame the OEM's objections. This gave the carrier confidence in adopting third party optics and the courage to move forward.

It's your network. A vendor, whether OEM or not, should never tell a carrier what they can and cannot use in their network. If a carrier wants to use a third party optics vendor that they have qualified across multiple platforms, that is their right to enjoy the benefits of quality optics, 24/7 technical support and a vendor who is ready to serve.

OEM transceivers, in general, have a higher failure rate out of the box. Integra had zero failures out of 500K units provided; an amazing statistic that should not be overlooked by other carriers evaluating third party optics.

#### Vendor Selection:

Finally, a major consideration was understanding what makes a good third party optics vendor. The following criteria were used in the selection process:

##### **Financial Stability of Vendor and Its Parent Company**

- Working capital to keep inventory
- Creditworthiness or open line of credit
- Number of years in business and a proven track record

##### **Supply Chain Management**

- Diverse vendor portfolio

### Inventory position

- Ready to serve (RTS) rate of 95% or greater
- On-time shipments (OTS) greater than 95%
- Quality ISO 9001:2015

### Technology/Services

- Differentiating products that can save on CAPEX or OPEX
- 24/7 technical support and lifetime warranty
- Infield engineering support
- Training programs and educational seminars to add value to customer employees

## Value Added:

They received a full catalog of transceivers used for 5G. They were also introduced to a dedicated team of logistics, financing, engineering, sales and technical professionals that would always be readily available to them. They also learned about a powerful device we offer, small enough to fit in a technician's "Uptime Kit", that grants network engineers and field techs the ability to quickly reconfigure transceivers for any network hardware - Integra's Smart Coder.

Our customers saw compelling value from technology, inventory, financial stability, world-class customer service, operational execution and a true partnership investment to help them achieve their business goals.

## The Customer Results:

We delivered 500,000+ Integra transceivers (with 0 failures) to meet our customer's aggressive 5G network deployment. Our solutions are a critical part of improving reliability, quality and providing faster speeds to meet their customer's expectations.

