



Introduction to QoDSL

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An Introduction to QoDSL

Tiscali is a leading supplier of ADSL based MPLS IP VPNs and the first to market with a Quality of Service (QoS) enabled *contended* ADSL MPLS IP VPN, known as QoDSL VPN.

Limitations Overcome By QoDSL VPNs

Historically, businesses requiring network connectivity for delay sensitive, real-time applications like voice over IP (VoIP) have been limited to costly leased lines or, for smaller sites, dial-up connections.

Even though ADSL has become commonplace, it has not been adopted for these sorts of applications because the lack of a service level guarantee on ADSL services makes the actual bandwidth available at a given time too unreliable.

But the development of QoDSL IP VPNs means that this is no longer true. A QoDSL IP VPN is now a low cost, reliable bandwidth alternative to leased lines. It makes the provision of applications like VoIP cost effective to small sites and even individual home workers.

The commercial implications

Organisations of all sizes can now run delay sensitive, real-time applications typically served by expensive leased lines over an inexpensive contended broadband infrastructure.

Applications that benefit from QoDSL include:

- **VoIP** QoDSL means that call quality can be guaranteed. VoIP reduces infrastructure costs – because voice and data are converged onto a single network - and telephony costs – because calls between sites, even in different countries, are effectively internal calls and therefore free.
- **Teleworking** Organisations can link home or remote workers to the corporate infrastructure and offer office-quality voice and data applications at low cost.
- **Virtual Call Centres** QoDSL revolutionises the way call centres can be structured, because multiple sites and even home workers can be unified into a single virtual call centre at low cost. Small satellite call centres or home workers can be brought online at peak hours, and new call centres opened at employment “hot spots”
- **Business Applications** – High bandwidth business applications such as video conferencing, company-wide broadcasts and e-learning can be run without incurring additional bandwidth charges





Tiscali's strategy

Tiscali has identified widespread unsatisfied corporate demand for the following applications and services which existing corporate network infrastructures are unable to support:

- Complex and multi-layered voice and data services
- Bandwidth-intensive on-line applications and e-training
- Remote worker connectivity

Tiscali's core competency is the deployment of QoDSL IP VPNs - systems integrators and specialised network partners are better positioned to understand business applications and LAN infrastructures. Tiscali's approach is therefore to work with business partners to provide customers with total solutions.

Business Benefits

Tiscali's approach provides many benefits to customers including:

- Significant cost savings – running a converged voice and data network over QoDSL has a far lower total cost of ownership than operating two separate networks. Telephony costs are also reduced as internal VoIP calls are free, even between sites
- Simplicity – Tiscali offers a fully managed solution backed by a service level guarantee
- Greater scalability and flexibility - extra QoDSL capacity can be added more quickly and easily, and at lower cost, than alternative technologies such as leased lines
- Single point of contact – Solutions are provided by a single supplier

