



## **Netadmin helps Lunet achieve unprecedented success with most profitable year to date**

### **Situation**

In February 2007, Luleå Energi formed the broadband company Lunet. The company owns, builds and operates Luleå's fibre-optic broadband network, usually referred to as a city network. Luleå's city network is open access with all broadband providers free to rent access to the network and offer services. Lunet promotes a free market, centred on end-consumers and freedom of choice. The business was previously located at a local energy company which was owned by municipality companies however since 2007 the company has branched out and now operates independently.

Lunet works as an open access network provider and also as a wholesale network. The company is a multi-service provider in Luleå, the capital of the remote Norrbotten region, bordering the Arctic Circle in northern Sweden. In this region and globally, broadband has been shifting from a luxury to a necessity. After recognising this shift Lunet has built a network which is open to different operators and content providers. This can bring enormous benefits for businesses and residential users alike.

Lunet operate a Cisco equipment based FTTH network with NETadmin as the main provisioning, service delivery and management system. It has purchased 15,000 licences and has 12,510 active customers with a total of 26,000 active subscriptions of different services. Lunet has many different suppliers and in addition to the Internet it also offers broadband telephony, PBX systems, storage, use and rental of servers. Lunet is also able to create virtual LAN that connects to consumer's activities at different locations in a shared data network across the whole of Sweden.

Lunet offers connections speeds of up to 1Gbps to a range of customers from sole proprietorships to large corporations with hundreds of employees. The urban network currently has connections to small and medium enterprises, government agencies and authorities, public administrations and all nationwide companies.

Due to the popularity of the network, Lunet reached a point where it was struggling to administrate the large number of users and demand. It therefore called in Netadmin Systems for support. Netadmin develops and markets NETadmin, a support system automating operational and business processes in metropolitan, regional and residential broadband networks. The system originates from the real-world experience of running other city networks in Sweden.

Netadmin Systems has a leading position in the Nordic countries with a market share of 60 per cent in Sweden. It has installations at more than 100 customers which in turn provide services to more than 1 million end customers using NETadmin.

## Task

Lunet has transformed from a small scale business with few customers and operators that were being managed one by one, to a large scale business with the requirement for automated services.

Although it remains a local organisation, it has become more and more like a large operator business. To be able to manage an operating network with 13,000 active households and also working as a wholesale provider of infrastructure, a great deal of administrative support is required.

Netadmin was tasked with helping Lunet to achieve its goals by reducing costs and helping to administrate and operate the network in an effective way. Netadmin had to provide a service exchange platform that would bridge the gap between service providers and users, whilst enabling Lunet to plan for expansion of its superfast fibre infrastructure.

## Actions

To aid Lunet in managing and administrating its network Netadmin installed a portal which is both a case handling system and a self- administrative tool for Lunet customers. This tool reduces costs by enabling users to self-operate.

The NETadmin customer self-provisioning portal enables the customer to choose the service they would like online and enables the set-up to take place automatically. There are more than 80 different services available from 10 service providers on Lunet's network, from seven internet and three TV providers which are available to users 24/7 thanks to Netadmin. Customers can simply plug-in and be online straight away.

Should anything not work, the NETadmin customer service portal is used by Lunet staff to diagnose and resolve problems. A wide range of Cisco equipment is monitored and information is held right down to CPE MAC addresses, so that a customer centric diagnosis of any problem can be made quickly, if it has not already been picked up by the monitoring facilities in the system.

With Netadmin's system, if Lunet's customers call for support; they begin at Lunet's customer desk and create a case; this case then goes through to a second or third line support, and then out to the field for case handling. If an order is placed to connect fibre optics to a building, the order comes from the sales department to the construction planner and then goes out into the field. This case handling is managed by Netadmin all the way through until the case is finished.

## Results

Netadmin's pioneering technology has far exceeded original expectations and helped Lunet to revolutionise the availability of high-speed broadband access in Norrbotten. Residents in the area have been provided with an unprecedented choice of ISPs and thanks to the project, they are now equipped with some of the most sophisticated broadband in the world.

By installing the portal for Lunet, Netadmin has improved the customer service experience by allowing users to have easy access to all service providers and all services 24 hours a day, 365 days a



year. Services are offered in competition so prices remain low and Netadmin's pioneering technology means that through self administration customers are able to move into a property and achieve broadband access as little as five minutes later.

Netadmin has been key to helping Lunet in the transition from a small scale business with a few customers operated and managed one by one, to a large scale local business which can now offer its customers competition, low prices and freedom of choice.

Lunet is currently able to administrate customers with a small administrative team whereas prior to Netadmin's involvement, Lunet had far higher administrative costs per customer. This has led to Lunet having its most successful year to date with profit margins in excess of 25 per cent and a yearly profit of over 1,000,000 Euros before tax.

Tomas Sundstrom, CEO Lunet said:

"Netadmin as a system is essential for us as an open access network, both for us to be able to manage all of the customers, and for the customers freedom of choice. It enables us to achieve competition, low prices and freedom of choice.

"Netadmin is helping us to achieve our goals by reducing costs, helping us to administrate and operate our network in an efficient way. Nowadays we can administrate all of our customers with only a few people. Before Netadmin it took far more staff to administrate many many less customers. I would recommend Netadmin as an essential tool in administrating and operating an open access network."