

### The Challenge: High-Quality Standard Telecommunications Services

In 2003 Megacable Communications sought to deploy IP-Telephony over its Cable TV network. MegaCable was noted as the "Best Cable Operator in the world" ("Ground Breakers", 1998) with the largest cable modem network deployment.

Megacable wanted a partner that would provide them an end-to-end solution, a state-of-the-art forward-looking technology, while ensuring the flexibility to adapt to the intricacies of the Mexican legal, geographical and commercial market. Following long and rigorous trials, Megacable selected IPgalleries.

### Deployment: End-to-End Implementation of a Next Generation Network (NGN) Solution

IPgalleries's mission is to provide its customers tailored solutions that address their specific requirements. To this end, Megacable required an end-to-end, high-quality solution that satisfied:

- Geographical and functional distribution in 3 sites for maximum redundancy and regional efficiency;
- Integration of IPgalleries's core-network, applications (business and residential) and LNP solution with Ulticom's SS7, AudioCodes' Trunking Gateway and Mind CTI's Prepaid and Postpaid Billing system;
- End-to-end solution: planning, designing, integrating and implementing (incl. integration to the Mexican PSTN network);
- Centrally managed provisioning of the core-network, minimizing Megacable's cost of ownership.

### About MegaCable

Megacable Communications is a telecommunication service provider with national coverage and 1.5 Million subscribers in 23 states and 178 municipalities around Mexico.

The company offers its subscribers television, telephony and internet services utilizing a 26,700 kilometers of optical fiber and coaxial cable highly advanced network and technologies.

MegaCable's mission is to provide high-quality standard telecommunication services improving the standard of living of the communities they serve.

This modern infrastructure is the reason Megacable won the "Ground Breakers" in 1998 in the category "Best cable operator in the world".

*"MegaCable is very satisfied with the excellent performance of the Softswitch, its high reliability and availability",*

*John Lester Rabling, VP Engineering, MegaCable, Aug 08.*

*"IPgalleries has provided us continuous post warranty support with exceptional responsiveness".*

### Future-Looking Implementation of IMS Architecture Concepts

Megacable maintains its leading position in the market place through excellence and future thinking design.

IPgalleries has implemented NGN methodologies for Megacable. IPgalleries's gradual network migration facilitates step-by-step implementation:

P-CSCF & BGCF ->> I-CSCF ->> S-CSCF ->> AS ->> HSS

This approach minimizes Megacable's expenses, leveraging existing investments and facilitating the flexible implementation of new services through an Application Server.