

Bóly City

Bóly kicks off regional fibre boost

Local council takes the lead

Bóly, with its population of 3,888, is located in Hungary's Southern Baranya County, between the cities of Pécs and Mohács. It is the centre of a 'micro region' that includes 14 towns, with a total population of 12,000. Throughout its history, the town has played a vital role in regional economic, cultural and educational development.



"In the 1990's, the people of Bóly were very receptive towards new TV, Internet and phone services," explains Mayor Josef Hárs. "With their help, we rolled out one of Hungary's first complete cross-town infrastructures. Bóly citizens were the first Hungarians with Internet access through a cable TV network and around 2005, almost half the citizens had Internet access. Demand kept growing, so the outdated, slower network was replaced with state-of-the-art FTTH technology. With more and more essential information and services available over the internet, fast and reliable access is quintessential in all walks of life, for businesses and homes alike."



LOCAL GOVERNMENT AS ISP

Acting as a service provider, Bóly's local government takes care of billing and customer service. Maintenance tasks are carried out by a

local firm. Presently, local government provides three types of affordable, high-quality service: the first is an IPTV solution. Clients can choose from five subscription packages, which include 55 TV channels in Hungarian, German and English, some of which are available in HD. The second service is Internet access. The third is analogue and ISDN land lines. One important point in the Business Case was to price the significantly faster new services at the level of those already available in the region.

Network

1458 institutions and companies connected - 99,5% of all premises!

1286 subscribers - 87,8% of all homes.)

1122 IPTV subscriptions and 622 internet subscription

Investment: 1 Million EURO paid entirely by Bóly city council. 20% own funds, 80% bank loan (5 years payback) and no subsidies. Citizens who financed the cable TV and substructure investment in 1989, were not required to make a financial contribution. In the original business case, return on investment was placed at seven years.

Connection equipment facilitates the use of two analogue phone lines, 7 television sets and Internet connection per unit.

Deployment: 9 months during 2006/2007

"In the early 90's, a substructure network was laid down in most parts of Bóly, with the citizens' help" adds Mayor Hárs. "This already housed the fibre-optics trunk line, which means streets didn't have to be excavated later. The contractor designed



an FTTH network that adapted to the existing network, in order to provide fast and cost-efficient implementation.”

End-user Services

Home package:

- Download: 10Mbps / Upload: 10Mbps
- FTP storage 100MB / Web storage: 50MB
- 5 e-mail account / Dynamic IP address
- Monthly fee: HUF 5 000 (approx 19 euros)

Business package:

- Download: 20Mbps / Upload: 20Mbps
- FTP storage 200MB / Web storage: 100MB
- 10 e-mail accounts / Static IP address
- Monthly fee: HUF 10 000 (approx 37 euros)

Senior citizen package:

- Download: 2Mbps / Upload: 2Mbps
- FTP storage 50MB / Web storage: 50MB
- 2 e-mail accounts / Dynamic IP address
- HUF 3 000 (approx 11 euros)

RESEARCHING DEMANDS

Early on, the local government gathered information on subscriber demands. Based on this, network end points were implemented. Optical Network Terminator and Set-Top-Boxes were provided and the network was installed free of charge for all those wishing to subscribe to any of the provided services. The network was installed on 99% of the properties in Bóly. Since 2007, the price of building plots sold by the local government included the cost of network installation.



“Bóly’s youngest generation now has access to various applications that allow them, for example, to organise college schedules and exam periods from home,” says Mayor Hárs.



“The high-tech infrastructure keeps young people in the city and attracts new high tech companies. It also connects the elderly, who we offer dedicated training, to today’s society. Recently, several companies switched to the ASP services made available by the development for their ERPs and bookkeeping processes. A CCTV system linked to the FTTH network was set up in the city’s Industrial Park and the system also meets the demand for remote monitoring and control of technological workflows.”

MOVING TO 1 GIGABIT

“We are swiftly developing e-local government and e-administration solutions, including up-to-date news and information, contact options, downloadable forms and support for local administrative processes. The network is also used for referendums and city management has implemented an Executive Information System as part of the ASP service.”

“We still have many plans. We want to connect remote control of the geothermal utilities that provide heating to public institutions to the Fibre Network for faster, safer and more reliable operation. Also, we plan to upgrade the head end soon, and start replacing the 100 megabit end-user devices with 1 gigabit devices.”

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Photos provided by Boly City
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