

Targeted, original marketing activities are the key to success

BORnet GmbH, in cooperation with passive network operators, plans to connect several thousand more households to fiber during 2012



BORnet GmbH, headquartered in Borken, was founded in 1998 as a telecommunications company. The shareholders are EnKoBW (Stadtwerke Ahaus, Bocholt, Borken, Gescher, Gronau, Rhede and SVS Versorgungsbetrieb GmbH in Stadtlohn), as well as two private companies.

First, every house was supplied with a bag of fresh rolls in a cloak and dagger operation. This caused intense discussions amongst the citizens: everybody wanted to know where the surprise had come from. After that yellow roses were distributed to female visitors to the local farmer's market – here also the sender was unknown.

A few days later, the sender and the background of both actions were announced during several locally based direct marketing campaigns and on-site events.

In addition to the on-site events, interested citizens could get more information about the development of the number of actual registrations on the "...n bit-ken flotteren" Website.

General Information

Infrastructure owner:

Passive network: infrastructure network operators

Active network components: BORnet GmbH

Location:

City district Barlo of the city Bocholt

Planned in 2012: several thousand households in city districts of other cities in the region

Network status: Operational

The first FTTH project of BORnet GmbH was launched in Barlo, a city district of Bocholt. For the so-called "demand aggregation", which took place over a limited period of seven weeks, an extraordinary marketing concept was developed so that every citizen in the area to be covered would be informed about the planned cooperation between Bocholter Glasfaser GmbH and BORnet GmbH. Due to the high level of investment needed to build a fibre-optic network, it was essential that at least 40% of the households passed should order a fibre product from BORnet.

Deployment

Size of network:

602 homes passed, more than 60% are connected (2012 more projects are planned to add several thousand households)

Technology/architecture:

FTTH in an active Ethernet configuration

Third party access

Open access

Following the numerous marketing activities, all interested citizens and the press were informed that the 40% mark had been achieved. After seven weeks of demand aggregation, 53% of all households passed had opted for a fibre connection. Currently, about 63% of the citizens in the area covered are consuming Internet, telephony and TV over fibre.

Business Case

Investment:

Several million euros together with the infrastructure network operators. Public funding was not claimed.

Business model:

BORnet rents the passive infrastructure from various network operators, operates the active network and provides services (Internet, telephony and TV) to business and private customers.

In April 2011 a ground-breaking ceremony was celebrated together with the leaders of the project (BORnet and Bocholter Glasfaser), local political representatives (amongst them the administrative head of Borken, mayor and other members of the parliaments of the administrative district Borken and the city of Bocholt) as well as the press.

In the next step, citizens of several districts in different cities in the region will have the chance to get a connection of the future. In the selected communities demand aggregation activities will start in time intervals of one week. First, small yellow bags filled with four wine gum snails will be distributed. The bags carry the saying: "Schluss mit diesem Schnecken tempo – 'n bit-ken flotter bitte!" (Stop this snail's pace – a little bit faster please!) As in Barlo, the sender will be unknown at the beginning. Afterwards, the process of demand aggregation will be very similar to the that of the pilot project.

As well as FTTH projects for the retail sector, BORnet is also active in the area of business customers. Following the motto "From the region – for the region" the regional telecommunications provider focuses on building the local infrastructure. In the past years BORnet has connected several industrial zones to the fibre network. The companies residing there will benefit from super-fast Internet, which is becoming an increasingly important factor when deciding where to site a business.



"In the past we had the problem that the distances between communities could not always be bridged" explained Stephan Klaus, managing director of BORnet. A remedy has been achieved by the duct network which the district of Borken has implemented with funding from the Federal economy package II. According to the administrative head of Borken, Dr Kai Zwicker, this concept could provide the basis for the supply of broadband across the whole district.

End-user Services

Business customers:

BORnet operates an active Metro-LAN in the region. For business customers, tailored solutions are provided. The tariff depends on the services provided.

Private customers:

Fibre products with symmetrical bandwidths between 50 and 200 Mbps starting at €45 (fee per month inc. VAT based on a 24-month contract).

Voice, TV and other modules are optional.

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Photos provided by BORnet GmbH
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