



Ericsson Ethernet DSL Access

Do you have existing customers or prospects within hospitality, healthcare, education or aged care?

Do you ever come across heritage or old buildings that are too difficult to re-wire?

Are you looking for a way to differentiate your offering from your competitors?

Ericsson Ethernet DSL Access (EDA), delivered by FreeGate Networks, will provide all these benefits over your customer's existing copper infrastructure, delivering greater value for your customers and more money in your pocket.

What is EDA?

EDA (Ethernet DSL Access) is an Ericsson product that delivers broadband over a customer's existing copper infrastructure. EDA has many possible applications but it is particularly useful for businesses with vast premises (such as hotels, hospitals, aged care facilities and campus environments) that have a requirement for high-speed data network but the size of their premises limits the deployment of a data network. Using their existing telephone copper network, EDA will allow these customers to successfully and cost-effectively do the following:

- ✓ Pay TV or Video on Demand
- ✓ High speed internet access
- ✓ Sharing common files, printers, servers, etc.
- ✓ Videoconferencing

- ✓ Suitable for all real-time applications like voice, video and data
- ✓ Easy to install
- ✓ Works with all vendor's PBXs
- ✓ Carrier grade up time
- ✓ Scalable solution
- ✓ No inventory holding

Want more information?

FreeGate Networks is an Authorised Ericsson Reseller of the EDA solution. With many customers installations already implemented, FreeGate has the experience and expertise to assist you with any opportunities you have for EDA with your new and existing customers.

Contact Details:

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AUTHORIZED RESELLER

ERICSSON 

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How does EDA work?

EDA uses standard ADSL technology, which essentially uses standard telephone cables to deliver broadband services. The EDA solution consists of two components:

- ✓ Small unit that sits between your customer's PBX and the exchange
- ✓ DSL modem at individual work station

What speeds does EDA provide?

EDA provides speeds of up to 44/2.5 Mbps on an ADSL2+ solution and 100/60 Mbps on a VDSL2 solution. ADSL2+ and VDSL2 can co-exist at the same site and can be added to the site at any time. All equipment, such as management switch, is the same and the customer can choose which DSLAM to use e.g. ADSL2+ or VDSL2 or both at the same time

What are the unique benefits of EDA?

- ✓ Easy to install
 - ✓ Works seamlessly with all vendors PBXs
 - ✓ Profit from provision of new services to clients
 - ✓ Redundancy feature offers carrier grade uptime
 - ✓ Scalable
 - ✓ Peace of mind
- ⇒ Minimal disruption to your customer's business
 - ⇒ Investment protection
 - ⇒ Rapid return on investment for your customer
 - ⇒ Minimise downtime
 - ⇒ Mix and max to customer's requirements
 - ⇒ Built and supported by Ericsson and FreeGate Networks

Who could benefit from buying EDA?

Hotels

✓ *Enhanced Customer Experience.* EDA provides hotels with the opportunity to enhance the customer experience by providing high-speed data access for their guests using their existing telephone infrastructure.

✓ *New Revenue Opportunities.* New revenue streams are generated for the business from the charges associated with using the network. Higher speed data access also increases the likelihood of guest usage over standard PSTN lines. Provision of Pay TV and Video-on-Demand on EDA also offers additional revenue opportunities without investing in expensive data infrastructure.

Retirement Villages

✓ *Enhanced Customer Experience.* Help your customers differentiate their business from competitors by providing them with the opportunity to offer in room Pay and Free to Air TV services without investing in new cabling or infrastructure.

✓ *Improved Staff Productivity.* Regardless of the size of the premises and the location of personnel, all staff can access high-speed internet, file and printer sharing and videoconferencing using their standard telephone lines.

Campuses

✓ *Reduced costs.* Your customers can offer high-speed data services to staff and students across campus without investing in an expensive data or wireless network.

✓ *Improved Staff Productivity.* As long as they have access to a standard telephone line, all staff can, regardless of their location, access emails, surf the net, share files and perform videoconferences.

You!

✓ *Increased Revenue Opportunities.* Offer EDA as a way to differentiate from other PBX vendors and create ongoing revenue opportunities for your business such as sale of new equipment or ongoing provision of video services.

✓ *Maintain customer contact.* Even if your customer isn't ready to upgrade their PBX, EDA provides you with the opportunity to offer them greater value from their existing telephone network.