

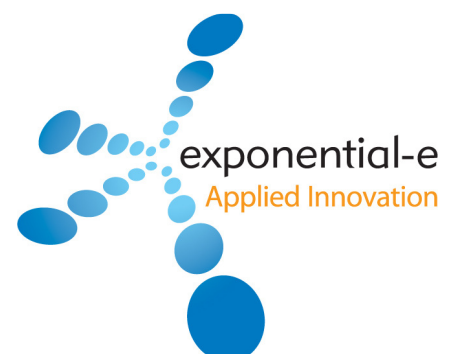
## *Dynamic disruption through applied innovation*

### **Grupo BBVA Case Study:**

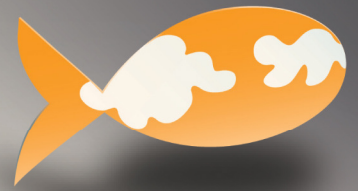
**Grupo BBVA** converge voice and data  
across **VPLS WAN** from **Exponential-e**

"We can host a range of different services and dynamically allocate bandwidth and quality of service metrics across them."

[www.exponential-e.com](http://www.exponential-e.com)



## Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



**Grupo BBVA** is a global bank, headquartered in Spain, offering individual and corporate customers a complete range of financial products and services. It enjoys a solid leadership position in the Spanish market, where it first began its activities over 150 years ago. It also has a leading franchise in South America; it is the largest financial institution in Mexico; one of the 25 largest banks in the United States in terms of assets and one of the few large international groups operating in China. BBVA employs 112,000 people in over 30 countries around the world, has more than 47 million customers and 890,000 shareholders.

Exponential-e deployed a four-site resilient VPLS network for the international bank. The next-generation Ethernet solution provides any-to-any connectivity between BBVA's London sites and supports multiple services across a converged high-speed platform. As the Bank's London headquarters is now one part of this four-site solution, it is fully protected and cannot act as a single point of failure. As a result business continuity is supported as an inherent feature to the solution deployed. The deployment also features VoIP as part of a combined voice and data solution which also includes high-speed Internet access and WAN data applications.

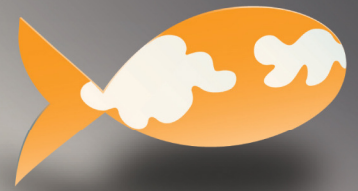
Exponential-e is the leading provider of VPLS solutions in the UK, being the first to market in 2006 and with over 150 customers now based on fully meshed VPLS solutions with a further 400 based on Ethernet point to point and point to multipoint connectivity. Virtual Private LAN Service (VPLS) technology emulates the functionality of a LAN across the wide area network providing a bridged domain on which geographically-dispersed sites and services appear as if they are sitting on the same LAN.

"Our VPLS solution from Exponential-e incorporates carrier class voice connectivity, converged with our internet and data applications, forming the foundation of one unified communication platform. This is delivered across a private Ethernet WAN connection that is fully QOS enabled and unlike most other VoIP solutions, it does not traverse the public internet."

**Luis Santiago, Organisation & IT Manager, BBVA**



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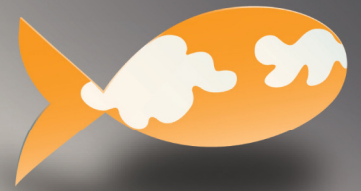
BBVA now benefit from a fully meshed VPLS platform across their UK sites. The global bank gets the full advantages of a switched layer-2 core network which due to its single-hop characteristics delivers unprecedented low latency. The VPLS solution acts as a service-oriented infrastructure from which the bank can host a range of different services and dynamically allocate bandwidth and quality of service metrics across them. BBVA links into the Exponential-e network cloud from each of its sites using a single next generation connection backed-up for redundancy and automatic failover. The converged solution now enables BBVA Group to save on the cost and complexity of deploying and maintaining distinct networks for different services.

BBVA consolidated its data, internet and voice applications onto this single unified platform. Each service is fully insulated and highly secure with services delivered separately on physically different ports into the banks communications rooms at each of their sites.

BBVA have transitioned over to VoIP using the Exponential-e solution. Their new platform supports a 30 channel voice solution delivered over a SIP trunk from the customer's IP-enabled PBX. Moving forward, the VoIP solution will enable the global bank to save up to 40% on call costs as a result of ISDN line consultation, reduced administration resources and cost, competitive rates on call minutes and via least cost routing capabilities. The VoIP solution delivers carrier-class, toll quality feature rich telephony to the bank across a private, dedicated network which does not traverse the public Internet. The voice solution includes QoS protected bandwidth to support the use of real toll quality voice codes such as G.711. With the level of bandwidth made available from exponential-e's NGN there is no need to use highly compressed algorithms like G.729a which can give a poor user experience. The voice solution supports free site to site calling, number portability and strict SLAs backed up with quality guarantees.

The bank's converged solution includes Exponential-e's business-grade Internet service based on the use of a unique proprietary routing and traffic distribution algorithm. The "Route 1" sampling algorithm constantly screens multiple Tier 1 Internet transit providers to select those routes with the lowest latencies, packet loss and best jitter metrics available, ensuring that the traffic takes the fastest possible route across the

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Internet space at every second of the day. Bandwidth can be dynamically allocated between the various services at key strokes and in conjunction with the customer's requirements.

"The VoIP solution that we deployed for BBVA allows them to have the flexibility to peer with multiple voice providers and perform their own least-cost routing foundation. It offers them with secure, dedicated bandwidth into our own voice peering fabric with guarantees on jitter, delay and packet loss up to the managed Ethernet Demarcation Device point at their premises." **Simon Acott, Sales Director Exponential-e**

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