

White Label Broadband 

*Reliable, scalable and affordable internet service throughout Ireland*

# Definition

The Enet ***White Label Broadband*** product enables RSPs to develop their SME and Retail market by allowing them to self-brand Enet’s end-to-end Broadband solution to their customers. White Label Broadband is a Layer 3 internet service provided by Enet through our Aggregation Platform (known as ***Enet Connect***). This provides access to several Access Service Provider (ASP) networks to ensure maximum geographic penetration and potential customer access.

The RSP can offer their customers a range of different broadband speeds to suit their End-Users’ needs.

# Service Description

**White Label Broadband** is a comprehensive Layer 3 end-to-end broadband solution and includes the following key elements:

* FTTx Access: FTTC or FTTH access for the last mile to the End-User premises
* Enet Interconnect: Availing of Enet’s interconnects to the ASPs
* Enet Backhaul: Using Enet’s backhaul to get from the interconnects to the Enet Edge Routers
* Enet ISP: Accessing the Internet via Enet Edge and ISP Gateways

This is a stand-alone service, with broadband only, and by default excludes a Voice Service. To facilitate an effective self-branded solution, the RSP is responsible for managing all aspects of the End-User delivery beyond the ONT/NTU-MasterSocket. This includes in-home equipment (CPE, RGW, modems), connection to and all cabling and equipment beyond the ONT / NTU-MasterSocket.

The main features include:

* **Bandwidths:** Asymmetric 150Mb to 1Gb downstream for Fibre, up to 100Mb downstream for FTTC (VDSL)
* End-user Traffic will utilise the Enet Network
* Traffic handoff: Enet manages the provision and delivery of an internet service for the RSP
* S-VLAN numbers are managed by Enet and are not visible to the RSP
* Network Security: IPoE [DHCP] only, Anti-MAC and Anti-IP Spoofing
* RADIUS and IPAM services are provided by Enet

 An RSP can ***fully*** self-serve by using ***Enet Connect*** to perform the following key functions:

* Address Search Facility
* Eligibility requests that query all ASPs and return a suitable set of products
* Ordering and Order Management
* Fault Handling
* Diagnostics etc.

Summary

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| --- | --- | --- |
|   | **FTTH** | **FTTC** |
| **Bandwidth** | Asymmetrical 1Gb, 500Mb, 150Mb products | “Up to 100mb” Rate Adaptive Asymmetrical products |
| **Access Network Technology** | PON | VDSL2 |
| **Splitter** | Splitter: 1:32 (1:64 open eir IFN) | n/a: DSLAM |
| **Enet Access demarcation** | RJ45 Ethernet interface on an ONT for FTTH | RJ45 Copper NTU/Master Socket demarcation for FTTC |
| **Maximum MTU** | 1950 (SIRO, open eir & NBI) | 1500 (open eir) |
| **ONT/NTU installation by Access Provider** | Yes (ONT) | Yes (NTU-Master Socket) |
| **Subscriber Identification** | Performed on Enet Radius using DHCP/IPoE |
| **N:1 or 1:1 service?** | N:1 |
| **Max. no. of MAC Addresses** | 1 |
| **VLAN ID tagging** | **The End-User CPE, provided and managed by the RSP, must be configured to** **tag all traffic with VLAN ID 10 irrespective of the underlying ASP (the default on an unconfigured modem is Vlan 10)** |
| **End-User CPE must also be configured with DHCP Enabled**  |
| **Connectivity** | Single Unicast as standard and mandatory with Unicast bandwidth, downstream and upstream |
| **Class of Service 802.1p** | Default is Best Efforts “0” |
| **Modem / RGW supplied by RSP** | Yes |
| **IP Addresses** | Provided by the RSP by default or by Enet if required |

# Service Delivery

Partnering with Enet permits an RSP access to our Broadband Aggregation Portfolio which provides:

* Access to the ***open eir (1.8m),* SIRO *(400k+)* and NBI *(Target 450k+)* FTTx** networks through a single integration point
* Reduced integration time and speed to market
* A common ordering and fault process irrespective of the FTTx access provider

**FTTH**: the access service is from the ONT at the End-User premises via fibre to a splitter in the access network and on to an OLT (remote or at a Colo).

**FTTC**: the access service is from the NTU-Master socket at the End-User premises via a copper pair to the cabinet DSLAM. Here services are aggregated before connecting to the local Colo via fibre.



# Enet Responsibilities

Enet is responsible for:

* Building links from our ASP partners’ local (c.200) aggregation points to enable RSPs to access the service
* Guiding and assisting RSPs during the Onboarding process (including the ***Enet Connect*** platform)
* Assisting RSP queries with our Order Support team
* Ensuring the RSP has access to the ***Enet Connect*** platform including process and Train-the-Trainer sessions
* Working with our ASP partners to ensure service provision from the End-User’s premises
* The operation and maintenance of the broadband service including RADIUS and IPAM
* Effective Service Assurance through our NOC and Support Team

# RSP Responsibilities

The RSP is responsible for:

* Supporting effective Onboarding by providing relevant points of contact
* Completing the VPN set up to ensure access to ***Enet Connect***
* Performing eligibility checks to determine service capability
* Manage the Order in delivery including appointment reschedules (all via ***Enet Connect***)
* Providing the CPE for the End-User
* Owning the relationship with the End-User including change orders, fault handling etc.
* Acting as the first point-of-contact for any End-User enquiries

# Glossary

* ASP Alternative Service Provider
* BNG Border Network Gateway
* COS Class of Service
* EVPL Ethernet Virtual Private Line
* IPAM IP Address Management
* IFN Ireland’s Fibre Network
* ISP Internet Service Provider
* MAC Media Access Control
* MTU Maximum Transmission Unit
* NBI National Broadband Ireland
* NTU Network Terminating Unit
* OLT Optical Line Terminal
* ONT Optical Network Termination
* RGW Retail GateWay / Residential GateWay
* S-VLAN Service-Virtual Local Area Network
* VOIP Voice Over IP

# Further Information

Contact your Enet Account Manager or contact us at:

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