



“ProLabs has provided MTN Cyprus with fibre leads, patch cords and SFPs. They are all excellent products, with lifetime warranties, at a very good cost. We highly recommend ProLabs.”

– Nicolas Metaxas
Procurement specialist,
MTN Cyprus

ProLabs Helps Cyprus's Most Advanced Telecom Expand its Fibre Optics Network

Business Challenge

MTN is one of the largest telecommunications providers in Cyprus, with the country's most technologically advanced network and infrastructure. MTN has over 350,000 customers and is growing quickly. To maintain its competitive advantage, the company is committed to providing its customers with new services and better value. Most recently, MTN rolled out triple-play services, with fixed, mobile and landline communications.

With mobile and Internet usage increasing at a record pace, MTN faces an ongoing challenge: To continuously expand and improve its fibre optics network to stay ahead of bandwidth demand. To help facilitate this critical expansion, MTN turned to a trusted partner, ProLabs.

ProLabs, a leading provider of top-quality OEM compatibles for data centres and IT networking, has been partnering with MTN since 2010.

MTN needed small form-factor pluggable (SFP) transceivers that could provide a stable link across digital subscriber line access multiplexers (DSLAM) with minimum signal loss. The 10km and 40km optical SFPs necessary to expand the network had to be compatible with MTN's Huawei and Juniper core hardware, including converters.

Project Snapshot

Challenge

To keep up with customer demand for new services and higher bandwidth, MTN Cyprus, the country's most technologically advanced telecom, needed to significantly build out its fibre optics networks.

Solution

MTN Cyprus has been partnering with ProLabs since 2010. Using plug-and-play transceivers and other compatibles, ProLabs helped MTN Cyprus achieve faster, smoother transmission over a wider geographic area.

Customer Advantages

With its expanded capabilities, MTN Cyprus can offer new and improved services and products, all backed by an industry-leading network that guarantees speed and reliability.

ProLabs Solution

ProLabs responded quickly to the challenge, providing MTN with SFP transceivers that were compatible with all of the company's hardware and were truly plug-and-play. By deploying the ProLabs solution, MTN improved transmission and achieved a stable signal between SFPs (point to point), allowing the company to meet current and anticipated needs.

"Our network is the most sophisticated in Cyprus," said Nicolas Metaxas, procurement specialist, MTN Cyprus. "We needed a partner that was also a market leader and innovator. We rely on ProLabs for its expert advice, high-quality products and fast delivery. What's more, we are confident ProLabs has the ability and foresight to meet our future needs."

Results and Benefits

ProLabs quick delivery enabled MTN to upgrade its fixed and mobile network ahead of schedule and offer higher bandwidth speeds. With the increased capabilities in place, MTN was able to satisfy increasing demand from its existing and new corporate and commercial clients.

Also, with the money MTN saved using ProLabs – and not an OEM – the company was able to purchase new equipment. The MTN network is now accessible in more areas in Cyprus, providing customers with the highest speeds and lowest prices, and positioning the company for even greater success.

About MTN Cyprus

MTN is one of the largest telecommunications providers in Cyprus. It offers integrated telecommunications solutions for mobile, fixed telephony and broadband services, providing pioneering solutions for private and business clients.

MTN currently owns the most technologically advanced network in Cyprus. With MTN's private fiber network and the leading HSPA+ technology, which guarantees high data speeds, MTN subscribers enjoy high quality and reliability.

The company's experienced staff comprises approximately 400 professionals with enviable background and knowledge in the telecommunication industry. MTN is also the owner of the largest private retail chain owned by a telecommunication provider in Cyprus with 17 MTN Stores all over Cyprus.

Aside from its corporate operations, MTN takes the lead in the economic and social life in Cyprus. As a responsible corporate citizen, MTN contributes to the society through sports, education, youth entrepreneurship, culture programmes and corporate volunteerism.

MTN is a member of the MTN Group, a multinational telecommunications company which operates in 22 countries in Asia, Africa and Europe, serving the needs of 210 million consumers. MTN Group is listed on the JSE Securities Exchange in South Africa.

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The ProLabs Advantage

- ▶ **Compatibility**
100-percent compatible with more than 40 vendors and 20,000 systems
- ▶ **Quality**
At the forefront of technology development, coding, testing & customization
- ▶ **Industry-leading Warranties**
Lifetime warranties on all ProLabs transceivers, memory and cables. Extensive warranties will not invalidate any vendor warranty on the host device
- ▶ **Expert Service**
Fast, responsive, knowledgeable service and support that exceeds that of OEMs
- ▶ **Fast, Global Delivery**
Large inventory and extensive supplier network in EMEA and US means fast shipping to more than 40 countries monthly
- ▶ **Trusted**
Used by some of the world's largest Telcos and ISPs
- ▶ **Cost-effective**
Savings of up to 70 percent. By switching from overpriced OEM products to ProLabs compatibles, companies can afford critical upgrades