



Success Story

In Brief

Trend's Victoria testers have once again gained success; this time in a tender organized by BSNL in India.

BSNL opted for Victoria because of the tester's outstanding features, technical superiority and high portability.

Victoria passed all the tests with flying colors, which is why it is now BSNL's preferred tester for SDH.

About BSNL

BSNL is the number one telecommunications company and the largest public sector undertaking in India. With a network of over 45 million lines and growing, the company's services cover more than 5 000 towns all around the country.

BSNL is amongst the ten biggest telecommunications companies in the whole world, and by far one of the leading companies in South East Asia.

More information about BSNL is available at:
www.bsnl.co.in

About Trend

Trend Communications is a major player in the supply of hand-held test equipment and remote monitoring systems to the communications market.

Trend supplies the international test market with innovative products covering most technologies in the communications spectrum.

For more information, visit us at:
www.trendcomms.com

Yet Another Victory for Victoria

Trend's Victoria testers have already been testing SDH networks in India for years, and now BSNL, the leading telecommunications company of the country, has decided to acquire even more Victorias, to make sure that the company's services meet the quality of service required.

Background:

The Department of Telecom Operations of the Government of India became a corporation in the beginning of the 2000s, and it is now known as Bharat Sanchar Nigam Limited (BSNL). Today, BSNL is the number one telecommunications company in India. It has a huge network of over 45 million lines that reach thousands of towns across the country, offering fixed line connections and mobile telephony based on WLL, GSM and CDMA.

BSNL has a large existing and potential clientele in this country of more than 1 000 000 000 inhabitants. Against this background, it is not surprising at all that by 2010 India is expected to be the third-largest telecom market in the world. BSNL is preparing the country's infrastructure for this by expanding its telecom network, so that new telecom services could be delivered to each and every corner of the country.

Challenge and Solution

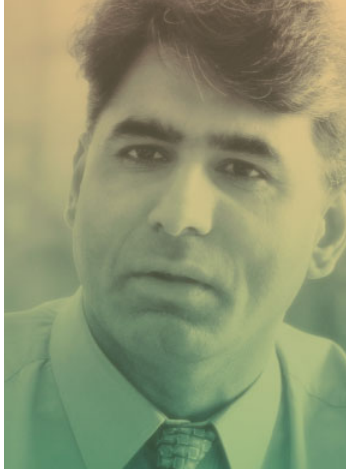
To meet the quality of service required, BSNL decided to procure more SDH network analyzers, and came out with an open tender. All the big players in the test and measurement equipment manufacturing industry participated in the tender, and the order was finally placed on Trend.

Ever since the birth of BSNL, Trend Communications has had a good business relationship with the company, and thanks to this solid relationship, Trend is now very well positioned in the Indian market.

Why Victoria?

The Telecom Engineering Center (TEC) of India is a governmental organization in charge of the standardization, evaluation and approval of telecommunications products, services and networks. One of its tasks is to decide on the specifications for all the tenders issued by BSNL.

Trend's Victoria passed the TEC's tests with flying colors, and this was one of the key factors why BSNL decided to go ahead with Trend's products once again.



“BSNL has very high requirements when it comes to the quality, price and after-sales support of the products they buy.”

*- Prem Sethi,
Country Manager -*

BSNL had also received a very positive feedback from its field engineers concerning the performance of Victoria against earlier supplies. This convinced the company of the fact that they will be getting leading-edge products, amongst the very best in the industry, at the most competitive price.

The technical expertise and after-sales service support provided by Trend India during the supply of previous testers was also valued by BSNL, and they decided to choose Victoria.

Victoria was considered a truly hand-held analyzer that meets all the technical requirements of BSNL. Features such as battery operation, large touch screen and ease of use gave an edge to Victoria. The light, hand-held Victoria was considered the most useful product for the maintenance activities of BSNL. Victoria's high portability is of special importance in a country like India, where distances are very long.

Future

Cellular industry is a very big sector in India, and in the coming years broadband services will be an important part of the business for any telecom company. Therefore, BSNL, together with other private service operators, will be targeting on aggressive increase in GSM and CDMA capacities and big-scale launch of broadband services across the country.

Since the Indian market is growing at a considerable pace and there is an increasing demand for telecommunications services, BSNL has deployed a large number of SDH and DWDM network elements all over the country, and is currently in the process of acquiring more.

Prem Sethi, the Country Manager for Trend India, says: “BSNL has very high requirements when it comes to the quality, price and after-sales support of the products they buy. They are looking for products that exceed their technical requirements, and at the same time comfortably meet their budgetary requirements.

BSNL is a very prestigious customer, and I guess it is needless to say that I feel proud that they have once again chosen to work with Trend. I am looking forward to working with BSNL on a long-term basis in this rapidly growing market.

Technologies may change, but something very characteristic about Trend products is that they are fully future-proof. We are also constantly developing new products and enhancing our existing products with new features. So, whichever way the market is heading, I know that Trend is going to keep its position as a market leader, and it will be our pleasure to work with customers such as BSNL.”

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