



SB Link Turns to netElastic vBNG for Greater Scalability

SB Link is a broadband service provider that offers high-quality, reliable, and affordable internet access to underserved communities in Pakistan. Their goal is to simplify telecom services, making them accessible and user-friendly for individuals from all walks of life. SB Link is committed to having cutting-edge network infrastructure to meet these goals and deliver the best customer experience.



Obstacles to Growth

Before discovering netElastic, SB Link used MikroTik as a Broadband Network Gateway (BNG). The biggest issue was scalability since MikroTik routers struggle to scale as the number of subscribers and network traffic grows. To overcome the lack of scalability, SB Link had to continually purchase more routers, significantly increasing management and operational issues.

As a rapidly growing service provider, SB Link sought another BNG vendor to support its growth. Their key buying criteria included better scalability, advanced BNG features, and increased performance under heavy workloads.

Partnering with Vertical Business Solutions

SB Link engaged Vertical Business Solutions (VBS), a reputable technology consulting firm, to assist in the selection and deployment of a new BNG. Leveraging their extensive experience with netElastic's software-based BNG and their successful track record with other clients, VBS conducted thorough needs assessments and managed proof of concept tests. VBS' involvement was instrumental in helping SB Link identify netElastic's virtual BNG as the best



solution for their requirements.

VBS supported the implementation of netElastic vBNG through careful planning, configuration translation, thorough testing, and staff training. "Working with VBS was great during the initial phase and with ongoing support," said Muhammad Bilal, CEO at SB Link. "They carefully assessed our requirements and recommended the best solution (netElastic). VBS ensured a seamless transition from our previous vendor, developing operational processes and optimizing performance in the production environment."

Most network engineers are familiar with Cisco's CLI, and the similarity of netElastic's CLI to Cisco's significantly reduced the learning curve. "Once you understand the configuration flow, it's easy to use," said Bilal.

Greater Scalability and Performance

"netElastic vBNG solved the problems with our previous vBNG router," continued Bilal. "What we like most about netElastic is the greater scalability, robust performance, advanced features, and ease of management. This makes it ideal for handling growing network demands efficiently. It's robust and reliable even under a heavy workload."

netElastic runs on commodity x86-based servers, eliminating the need for expensive proprietary solutions. "The CAPEX required to purchase hardware has been greatly reduced, and we've used the savings to help expand our broadband footprint."

SB Link also uses netElastic netVision, a user-friendly, web-based management application. It's a single-pane-of-glass view for managing all netElastic routers. Muhammad Bilal stated, "netVision is crucial as it provides centralized management, simplifies configuration, and provides efficient monitoring and reporting."

"The most important business outcome since implementing netElastic vBNG is improved network performance and scalability. This has enhanced customer satisfaction and helped us grow our business. The scalability offered by netElastic vBNG is unmatched by similar solutions."

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