



Simplifying Dial-to-DSL Conversion

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The rate of consumers converting from dial-up Internet connections to broadband is slowing.¹ Those consumers who have not yet traded in their dial-up connections are reluctant not due to pricing – DSL is now less expensive than dial-up in some cases – but rather because they fear the complexities of setting up and installing their DSL equipment. Carriers and service providers would like to attract dial-up customers to their DSL offerings in order to create a solid customer relationship that holds the potential for delivery of new or additional services that increase customer loyalty and revenues.

However, providers can be reluctant to encourage this conversion due to the burden these technology-adverse users place on customer support organizations.

Netopia has developed an incredibly simple, easy-to-use DSL modem that even the most novice PC user can install without any assistance. At the same time, it provides a high level of service reliability and assurance to carriers and other broadband service providers.

¹ “Datamonitor report, Consumer broadband markets: approaching maturity?, July 2005.”

Low Cost

For providers, the most important consideration is a low cost of acquiring these new, less technical broadband customers.

Making Dial-to-DSL Conversion Painless

From the subscribers’ standpoint, the fewer pieces and parts they have to manage, the better. This means no CD to run, no multi-colored cables to connect multiple things together, and the ability to use plugs and connectors that are familiar. Once the physical connections are made, subscribers should not have to change network and browser settings.

For providers, the most important consideration is a low cost of acquiring these new, less technical broadband customers. The DSL equipment distribution process should be inexpensive, and customer installation should not result in a call to customer support. Once connected, the modem should allow remote support and manageability to keep the support burden low or nonexistent.

For both subscribers and providers, then, the overriding priority for dial-to-DSL conversion must be that the product is:

- Easy to install
- Promotion and marketing focusing on simplicity and ease of use
- The ability to cost-effectively distribute the DSL modem to subscribers
- Minimal support burden for the DSL modem in the field

Netopia’s dial-to-DSL conversion solution meets all of these criteria, and provides an opportunity for carriers to incorporate powerful “ease-of-use” messages into new and innovative marketing campaigns.

Netopia’s Dial-to-DSL Conversion Solution

Netopia’s ADSL2/2+ Pocket Modem is designed specifically for converting dial-up customers to DSL. It is so simple and easy to install that even the most non-technical customer will be able to get connected, hassle-free. And, to make sure that carriers and service providers can roll out their conversion plans as easily as possible, the Pocket Modem boasts many other features to ensure smooth service implementation.

Easy to Install

It just doesn’t get any easier. The Pocket Modem literally installs itself. If the subscriber can find a USB port, they will



have a working DSL connection in minutes.

- For Windows XP users, the Pocket Modem self-installs. This means that no CD is required. The customer simply plugs the modem into a USB port, and Windows XP will find the hardware and launch the installation wizard – right from the modem itself.
- The Pocket Modem is powered from the customer's PC. There is no additional power supply required. It's one less thing to plug in and to fit into an already overcrowded power strip!
- The automated installation wizard automatically reconfigures the customer's Internet Explorer browser. The customer doesn't have to manually change the configuration from using a dial-up connection to the new DSL connection.

Easy to Promote

Because the Pocket Modem is so easy to install, providers can rest assured that a marketing campaign focused at converting dial-up customers to DSL will result in eager adoption. Once customers experience a painless migration to broadband, they will be delighted and unlikely to switch providers. This is especially true for technology-shy customers who are often slow to adopt new services and technology, but once they are familiar and happy with a service, are unlikely to change providers.

Easy to Stock and Distribute

The Pocket Modem is so small and self-contained that it can be mailed easily and inexpensively. It even fits through a standard size mail slot. Since it doesn't require an external power supply, it is



significantly lighter and smaller than traditional DSL modems.

Loaded with Features

In spite of the Pocket Modem's simplicity and small size, it is packed with the robust features that Netopia has been delivering to carriers and service providers for years.

- Highly secure with a built-in firewall and VPN support
- Full-featured routing and protocol support
- Supports Netopia's parental controls service
- Remotely manageable using DSL Forum TR-069

Easy to Support

The combination of the Pocket Modem's ease of installation and remote manageability make it easy to support. Self-installation reduces and even eliminates support calls during customer setup. Then, when paired with Netopia's NBBS TR-069 device management system, the Pocket Modem can be remotely configured, managed, and updated for

Happy Customers

Once they are familiar and happy with a service, they are unlikely to change providers.

The Switch

Now there's no reason for customers not to switch to DSL.

Conclusion

Now providers can embark on a dial-to-DSL conversion program for all of their dial-up customers. Netopia's ADSL2/2+ Pocket Modem is the perfect solution for this effort, with a price point that makes it cost-effective in addition to promoting widespread customer satisfaction. The

Pocket Modem has something for both providers and their subscribers – it's easy to market, easy to distribute, easy to install, and significantly reduces support costs. Now there's no reason for customers not to switch to DSL.



netopia®

Netopia, Inc.
6001 Shellmound Street, 4th Floor
Emeryville, CA 94608
Main (510) 420-7400
Fax (510) 420-7601
www.netopia.com

Sales
(800) 485-5741
volumepurchase@netopia.com

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