

Answering the call

K-Opticom uses next-generation policy and subscriber management solutions to administer its many services with accuracy and agility.

“ We are the first MVNO in Japan with KDDI. There were already many providers on the NTT DOCOMO network, so we wanted to do something different from our competitors. ”

—Kazuyoshi Tsuda

General Manager, Mobile Business Strategy Group, K-Opticom

Case Study | K-Opticom Corporation

Size: 1254 employees | Location: Osaka, Japan | Industry: Telecommunications



Business

“ Cisco Policy Suite is providing the environment in which we can serve the customer in the very best way. ”

—Yoshihiro Matsumoto

General Manager, Technology Planning and Development Group, K-Opticom

Most users want smaller, more affordable data plans

K-Opticom delivers a variety of personalized options

Japan’s large mobile network operators typically offer data plans of 8 GB for approximately YEN¥7000 (around US\$60) a month. That’s more data than most people need and more money than they want to spend. K-Opticom decided to differentiate itself with mineo, a new mobile service that offers smaller, right-size plans at a fraction of the cost.



Plan for success

Up to 70 percent of mobile subscribers in Japan don’t use their full data plans.



Provide flexibility

Policies are personalized for subscribers.

Policy management solution delivers options

With Cisco® Policy Suite for Service Providers, K-Opticom can set policies and provision just the amount of data mineo subscribers want to pay for.

Typical data plans in Japan
8^{GB} ≈ ¥ 7000/mo.

mineo plans

1^{GB} ¥ 850
2^{GB} ¥ 980
4^{GB} ¥ 1580





Technical

“The flexibility of the Cisco solution allows us to scale and extend new service offerings. That was a big reason why we chose Cisco Policy Suite.”

—Yoshihiro Matsumoto

General Manager, Technology Planning and Development Group, K-Opticom

Mobile, flexible, and wired for growth

K-Opticom’s goal in launching mineo was to attract the many Japanese mobile users who don’t want a big, expensive monthly data plan. But to succeed, K-Opticom needed a technology solution that could implement mineo’s many flexible plan options, manage them all, and roll out new offerings as mineo grows.

Service is personalized, optimized

With Cisco Policy Suite, K-Opticom delivers an enjoyable user experience—and optimizes network resources—by setting policies to suit a variety of customers and provisioning just the data they want to pay for. At K-Opticom, Cisco Policy Suite works with the Cisco ASR 5000 packet core connectivity solution, which combines massive performance and scale with flexibility, virtualization, and intelligence.

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