

# Lead with speed: A customer story

NOKIA

azza  
Internet que voa

## Fast Facts

- Azza is a leading regional ISP in the state of São Paulo, a major industrial complex that is home to over 45M people and responsible for a third of Brazil's GDP.
- Azza's 100% fiber access network delivers Internet, pay TV and voice services to over 140,000 families.
- Azza broadband Internet earned the top ranking on speed and customer experience.





## The Azza story

Founded in 2011, AZZA grew to 20k users in three large cities in the state of Sao Paulo. This period of organic growth was followed by a rapid expansion phase when Azza acquired several regional ISPs.

This resulted in an IP network with equipment from multiple vendors for Broadband Network Gateway, Network Address Translation and Internet peering.

- **Broadband internet.**  
GPON fiber access from 100 Mbps to 2 Gbps.
- **Azza Total Wi-Fi.**  
Seamless broadband coverage in home and offices.
- **Azza TV.**  
Premium IPTV service offering for residential consumers.
- **Azza Fone.**  
IP telephony services for residential and business use.
- **Premium enterprise services:**  
IP Leased Lines, Ethernet Transport, and Virtual PBX services with managed Service Level Agreements.



### Quick facts

- 140k broadband users
- 300+ Gbps total traffic
- 100+ service locations in over 40 cities
- In top 20 of largest ISPs

# The challenge

## Positioning Azza for future growth

The acquisition of three regional ISPs drove a rapid expansion of the customer base and multiplied the scale of operations. To consolidate subscriber gains and enable future growth required a network quality, standardization, and integration plan.

The challenge was to more efficiently meet additional network demands, without impacting customer experience during the network integration and consolidation process aimed at reducing the cost base.

## The solution

### A complete IP network makeover

AZZA decided to completely redesign their IP service core. It selected Nokia to provide a complete IP backbone, including BGP peering, redundant Broadband Network Gateways and CGNAT, as well as IP aggregation routers, access switches and interconnection routers. The project resulted in a state-of-the-art network that is far more homogenous, streamlined, and reliable than the legacy networks.



Over 50%  
rack space  
reclaimed.

~45% lower  
energy cost  
per month.

39% lower  
service call  
volumes.

Over a 6-month period, AZZA was able to migrate all IP services on a single network infrastructure with regional redundancy in three main locations. The consolidation and centralization of IP services also improved operational efficiency and profitability.

# Why did Azza partner with Nokia?

Like minds, joined for a singular purpose

Azza selected Nokia as main equipment supplier upon meeting its high standard service principles for many years. Nokia's distributor, DPR Telecommunications, was able to apply these principles in the end-to-end service planning of the target network infrastructure.

The broadband service market in Brazil is extremely competitive and regional ISPs such as Azza collectively hold over 50% market share. Besides improving its cost base, the successful completion of the project resulted in a 12% increase in customer perceived service quality and enabled Azza to further cement their top position as the undisputed leader in broadband speed and quality.

As a global leader in broadband, Nokia was able to design and deliver a comprehensive solution that enabled Azza to increase both its customer value and its shareholder value.

“The changes in the Telecom market have demanded continuous improvement from the provider in the quality and delivery of services. For this reason, we have invested in consolidating our business with the use of NOKIA technology. We believe that this has brought much more security and robustness to our operation.”

Vander Stephanin,  
Commercial Vice President, Azza

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Learn more about the Nokia broadband edge solution

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Learn more about Azza telecom (Portuguese)

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As a B2B technology innovation leader, we are pioneering the future where networks meet cloud to realize the full potential of digital in every industry.

Through networks that sense, think and act, we work with our customers and partners to create the digital services and applications of the future.

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