AIS is the largest mobile operator in Thailand with about 34 million subscribers of the mobile network. From 2014, AIS is moving towards becoming a total telecom service provider that offers FBB and MBB services, as well as digital content to increase its share of the consumer’s wallet.

The FBB CAPEX plan for 2014 would substantially increase AIS’s optical fibre transmission coverage and capacity, which will be essential for its future FBB network. However, AIS’s CEO admitted that the FBB business requires a different skill set from the MBB business.

Therefore, the company has set up a new business unit to develop its FBB business model, including the plan for its last mile network expansion, pricing strategy and after sales service.

**FBSS Project**

AIS starts the FBSS (Fixed broadband support system) from the end of 2014, and service is ready for launch in April 2015, about 5 months since the project signed.

QRun from ZTE is the unique vendor for the FBSS project and provides high quality products to satisfy the customer’s requirements.
FMC Operator
Since the FBSS project, AIS became a complete service provider in Thailand, and makes challenges to the broadband market.

Fiber Access
AIS directly selects fiber as the access method to provide the fastest, stable and most extensive coverage in Thailand.

Fiber Access

Fixed Wireline Access
Fixed Wireless Access (FWA) as a particular access method for special areas. With the help of FWA, people can access to internet much easier than ever before.

Fixed Wireline Access

Triple-play Provided
The service provided by AIS includes voice, high speed internet and IPTV for the common subscribers with up to 1Gbps bandwidth.

Triple-play Provided

Coverage Check
AIS provides customer coverage check to support the realtime feedback for service availability.

Coverage Check

Conclusions
QRun named Quickly Run, especially for the Fixed Network supporting system, provided as the out-of-box solution with ZTE equipment, also with an open architecture is easy to integrate with the existing IT system for saving the previous investment on the IT layer. Plus the supporting system will be ready in less than 6 months to support the new service launching for racing to seize the limited market.

Conclusions
Trend

With the help of QRun, AIS has had much more development since last year.

The most developed access method is shown as FTTH in the following figure.

*FTTH: Fiber to the Home, here is based on GPON technology

*XDSL: ADSL, and VDSL, here is mainly used VDSL technology for AIS

*DORM: Fiber to the Dormitory, using the FTTB+VDSL technology

For different services it can be found that the trend is different, HSI and IPTV required more bandwidth to match the trend of FTTH development.