India's First Connected Real Township Comes to Life

Cisco Metro Ethernet and GPON to make Amanora a self-contained Smart Township

Customer Challenge

Strategically located in Hadapsar – Kharadi bypass, in the emerging IT Hub of Pune & Maharashtra, Amanora Park Town is India's first ever Connected Real Township measuring more than 400acres. The City Corporation in Amanora aspires to build and operate India's first truly digital state-of-the-art residential facility that would accommodate approx 12,000 families. It is already referred as Smart City in making.

The Challenge is to create a self-contained township with in-house school, shopping malls, multiplexes, business center, healthcare & a railway station connecting to Pune. The township will have a hi-tech infrastructure that would result from the convergence of multimedia voice, video and data services on to ubiquitous IP infrastructure providing hassle free lifestyle to Amanora citizen.

The citizens avail all basic amenities like domestic commodities, entertainment & infotainment through a smart card. The entire township is fully automated & managed through a single pane of management from the centrally located Data Center. The Infrastructure would be cost effective, scalable & flexible enough to address the current requirement & future growth aspirations of Amanora and its citizen.

EXECUTIVE SUMMARY

CUSTOMER NAME: AMANORA PARK TOWN
- Infrastructure
- Pune, Maharashtra

CHALLENGE
- Build and operate India's first truly digital state-of-the-art residential facility
- Self-contained township with in-house school, shopping malls, multiplexes, business center, healthcare & a railway station

CISCO SOLUTION
- First GPON installation in a smart township in India
- Metro Ethernet that powers triple play to 2500 occupants of the township

RESULTS
- Self -sufficient in terms of civic amenities and infrastructure
- Services like pre-paid electricity, pre-paid cooking gas, pre-paid video (DTH/Cable TV) along with Voice (Cisco CUCM).
- Gigabit fibre in every house
- E governance

Cisco Solution

Exploring all the available technologies for connected real estate, Cisco & City Corporation Ltd. decided to implement Metro Ethernet and lay down the Carrier Ethernet backbone that would scale to accommodate the overall traffic generated once the entire township comes live with 12,000 homes

Cisco succeeded in the design and deployment of Metro Ethernet that powers triple play to 2500 occupants of the township. Services like pre-paid electricity, pre-paid piped cooking gas, pre-paid video (DTH/Cable TV) along with Voice (Cisco CUCM).

The services have been running successfully and have not only secured the customer satisfaction & confidence in Cisco Technologies but also brought in ever generating revenues from the services to City Corporation. Some of the challenges in the implementation were that the future Towers would accommodate as many as 1100 families i.e. 5500 citizens that would have state-of-the-art connectivity with multiple services being availed through the smart card.

AMANORA SMART CITY MODEL

Unique designs of the floors in the future towers means that the technology limitation of Ethernet didn't permit to extend the Metro Ethernet inside the towers. It was expected of Cisco to propose a design solution that would address this requirement as well integrate with the current infrastructure that has ETTH. The Cisco team along with support from SP Access Group prepared the design that would seamlessly integrate with the current infrastructure. After series of brainstorming session with the IT team on solution scalability, functional issues and

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third party integration etc the design and the overall proposal was ratified by the IT team & purchase that would address their technical requirements and citizen's challenges.

Cisco succeeded in design and deployment of Metro Ethernet that powers triple play to 2500 occupants of the township. Services like pre-paid electricity, pre-paid cooking gas, pre-paid video (DTH/Cable TV) along with Voice (Cisco CUCM).Products Sold – ME 7609, ME 3400G and ME 3400A, ASA5585, Cisco Unified Communications Manager for 2500 Voice Subscribers, Cisco's Physical Security Surveillance – 100 IP Cameras.

Business Results

Amanora Park Town is India's 1st over 400 acres Real Township, planned under the Township Policy of Govt. of Maharashtra. It is designed as a model for evolved urban life, integrating modern aspirations with traditional community values.

Amanora will be self -sufficient in terms of civic amenities and infrastructure like 24 x 7 water supply, reliable power supply, wide internal roads, 70 acres of green and open spaces, schools, hospital, internal non- polluting transport system, unique 30 lac sq. ft. of market city containing hyper market, retail, food & beverages, auto mart, entertainment etc.

Speaking of the benefits, J. K. Bhosale, Chief Operating Officer, City Corporation Limited says, "Amanora is a self-sustained, connected township where the citizens can avail all amenities through a Smart Card. The entire township is fully automated and integrates modern aspirations of urban life with traditional values."

Amanora is Cisco's first GPON installation in a smart township in India – providing gigabit fibre to every house.The Metro Ethernet & GPON piece has paved the way for Connected Lighting, Township wide Mobility, Digital Signage, and Unified Computing leading to its Smart City Status.

More Information

For more information on Cisco Smart Connected Communities go to:
http://www.cisco.com/web/IN/solutions/strategy/smart_connected_communities.html

For more information on Amanora go to: http://www.amanora.com/