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Telecom Network Solutions™

# Game Changers 2014

## SPECIAL SECTION PART 2

Think you already learned about these leaders in the February 2014 issue? Think again. This month, we ask our influential Game Changers to dig a bit deeper into technology AND leadership. You might be surprised to read what they have to say.



# Game Changers



## Kevin Borders Director of Product Marketing Alpha Technologies

How do you see the telecom industry changing in the next 2 years, and how does your company plan to stay ahead of the curve?

The massive growth in bandwidth that has been predicted for some time will begin to strain the network at both the edge and the core. Alpha has been preparing for the transition toward more distributed wireline and wireless networks. We developed basic building blocks -- rugged UPS systems, high efficiency rectifiers, line power systems, GR-487 enclosures -- for use in powering the wide variety of devices deployed in these distributed networks. Now, we are able to respond to the shifting demands of the network with rapid turnaround of systems for powering ONTs, DSLAMs, outdoor and indoor DAS systems, and most recently, small cells.

In the core, data-centric devices are taxing the ability of conventional, large centralized 48Vdc power systems due to the size and cost of the copper distribution cables. Two methods of addressing this problem have emerged, though there are still unresolved issues with both. The first method is the adoption of a new high

voltage standard (e.g., 380Vdc) to minimize the cost of copper needed to carry the current. The biggest concern with elevated voltage is safety. A second technique is to distribute the 48Vdc power, placing the rectifiers and batteries close to the load. But for this approach to gain widespread acceptance, light weight, small footprint, high power batteries are needed. In both scenarios, Alpha is working with our customers, providing access to our research and development facilities and assisting in the development of standards.

What do you do to help your team succeed that you feel makes a difference to the company's success?

I believe that educating our entire team about the telecom industry, the network and customer applications is a differentiator in our segment. We don't want to just power equipment -- we want to understand what the customer is doing and why. That makes a difference for us as a team, for the individuals on the team, and ultimately, to our customers when our solutions exceed their expectations.

Kevin Borders is the Director of Product Marketing at Alpha Technologies Ltd. He has over 30 years of experience in the Telecommunications and Power sectors, having worked extensively in Marketing & Sales, Engineering and Product Management roles at PECO II, RELTEC and Marconi Communications, Inc. Kevin holds a Bachelor of Science in Electrical Engineering from the University of Missouri and an MBA in Corporate Finance from the University of Dallas.

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Will FTTN advances delay FTTH?

I think service providers that currently deploy FTTN networks will view the new G.fast standard as a feasible, near-term alternative to FTTH. G.fast offers a bidirectional, high bandwidth alternative to FTTH that compares favorably with the cable MSOs. For FTTN service providers, remote G.fast terminals present a logical step in the progression of moving fiber closer to the customer. Though the carriers will have to add fiber in the distribution network between the FTTN site and the G.fast site,

it will be less expensive and disruptive than deploying fiber all the way to the side of the home. A side benefit of this transition is the potential to re-use the replaced copper to deliver power to the remote G.fast sites, which should improve network reliability and minimize the number of batteries in the network.