



# Pioneering 5G in Scandinavia: A Blueprint for the Future

- Closing the Connectivity Gap with 5G Innovation
- Building a Future-Ready Network with Seamless Solutions
- Lessons from Scandinavia: A Roadmap for Global Broadband Providers



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Scandinavia has long been recognized as a hub for innovation and technological excellence. Recently, Sweden and Norway have further cemented this reputation by leading the way in the rollout of cutting-edge 5G connectivity, enabling faster speeds and broader access. These initiatives not only benefit local communities but also set an inspiring benchmark for global broadband providers.

## Closing the Connectivity Gap with 5G Innovation

In Sweden, Three partnered with Zyxel Communications to meet growing demands for high-speed internet access. The objective was to expand its reach to new customers while upgrading its service to provide existing customers with faster internet connectivity – both inside and outside their homes, including areas where traditional broadband solutions were insufficient. Leveraging Zyxel's expertise in 5G technology, Three successfully introduced robust wireless broadband services that cater to a diverse range of user needs, from urban centers to remote rural regions.

Zyxel manufactured and delivered the routers for Three's expanded 5G rollout in Sweden. Zyxel also provided product materials to help Three's sales team effectively promote 5G – assisting their support team with installations and ongoing management of the new routers.

## Building a Future-Ready Network with Seamless Solutions

Similarly, Telenor in Norway embarked on an ambitious plan to deliver nationwide 5G coverage by 2024. Norway's largest provider of telecommunications and digital services served as the foundation of the country's ongoing digitization. One of Telenor's primary goals was to provide world-class coverage and speeds for Norway's 5.3 million inhabitants.

As the first mobile operator to launch 5G in Scandinavia, Telenor modernized its existing network infrastructure and planned to offer nationwide 5G access by 2024. By integrating Zyxel's innovative fixed wireless access (FWA) solutions, Telenor transformed its network infrastructure, ensuring seamless connectivity even in previously unreachable areas. This approach not only modernized its network but also enabled customers to transition effortlessly between 4G and 5G, maximizing the value of existing infrastructure investments.







## Lessons from Scandinavia: A Roadmap for Global Service Providers

The partnership between Zyxel Communications and leading broadband providers showcases 5G's transformative power. By tackling regional challenges with scalable solutions, these projects demonstrate how technology can bridge gaps and inspire inclusivity. The Scandinavian experience offers valuable lessons for markets like North America, where demand for high-speed connectivity continues to grow.

## A Partnership that Keeps You Ahead of the Competition

In a competitive market where customer engagement relies on superior technology, robust service, and innovative solutions, a partnership with us provides a decisive advantage. With proven expertise, global reach, and deep local knowledge, Zyxel Communications ensures that businesses remain flexible and responsive to evolving market demands.

The Scandinavian experience underscores this capability, exemplified by the world's largest rollout of 5G fixed wireless access (FWA). Documented field tests and customer insights highlight remarkable download speeds and transformational results, paving the way for scalable solutions that resonate globally. Whether you're navigating the challenges of today or preparing for the demands of tomorrow, we deliver the tools and expertise to help you stay ahead of the competition.



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