

Major Cable Headend Evolution SDV

ARRIS Global Services Case Study

KEY HIGHLIGHTS:

- Location: USA
- Industry: Telco/Cable Operator
- Challenge: Reclaim and optimize valuable bandwidth for new, revenue-generating HD video and data services
- Business Value
 - Provide a value alternative to costly plant upgrades
 - Improve availability and performance
 - Retain competitiveness
- ARRIS Solution
 - Switched Digital Video System



SERVICE OVERVIEW:

The Business Challenge

In the face of growing consumer demand for more channels, high-definition programming, Video on Demand, and high-speed data services, a major cable operator with plants throughout the continental United States found its available bandwidth stretched to the limit.

The company needed to find a way to reduce the demands on its distribution network and increase available bandwidth while maintaining a competitive portfolio of services.

The Network Solution

After evaluating the company's services portfolio, its distribution network, and its bandwidth needs, the ARRIS Services Team suggested the company deploy a Switched Digital Video (SDV) solution. SDV is an ideal solution for cable operators facing dwindling reserves of bandwidth, because SDV actively manages content by streaming it only to channels currently being viewed by subscribers. This helps significantly improve plant capacity.

The ARRIS Services Team leveraged its deep broadband expertise, core video capabilities, critical expertise in digital headends and interactive networks, and specialized SDV skills to ensure a smooth, end-to-end implementation of the standards-based, robust ARRIS SDV solution. In preparation for the deployment of the SDV solution, the Services Team's highly skilled engineers performed the required assessments and carefully planned the deployment.

The Services Team then installed and validated the solution using systems transitioning, Service Group (SG) and acceptance testing, and post-implementation support. During the implementation stage, the Services Team worked side-by-side with the company's teams to install eleven SDV systems nationally, at which time they provided the company with training and support in addition to the services mentioned above. The Services Team also provided the company with design review and overall program management of the new SDV systems after the installation was completed.

Business Results

The highly optimized ARRIS SDV solution saves plant bandwidth, allowing the company to make room for new content. The solution also minimizes downtime. These benefits provided the company with a high-value alternative to cost-prohibitive distribution network upgrades. With the renewed bandwidth the solution provides, the company will be able to create new revenue opportunities and retain their competitive position in today's challenging marketplace.

ARRIS Global Services Values

Accelerate time to market:

Stay competitive with rapid deployment of new services

Reduce costs:

Contain costs on deployment, integration, and support

Maximize revenue and profits:

Optimize operations, ensure service quality, increase customer loyalty, grow revenue and profit margins

Why ARRIS ?

Multi-technology experience that is unique in the industry:

ARRIS has designed, delivered, and optimized end-to-end network solutions for service providers.

Flexible business model and approach:

ARRIS can build a customized operations solution for virtually any network operations requirement.

World-class support:

ARRIS provides support from committed and highly trained, experienced professionals, complete with state-of-the-art local support centers, test labs, and repair depots.

Voice, Data, and Video Technology leadership:

ARRIS has a wealth of experience and expertise in introducing and operating new technology network systems.