



Customer experience
assurance

for cable connectivity providers

Monetizing the rapid growth of advanced connectivity revenue streams takes real-time, actionable customer experience intelligence and automation

The cable industry is well positioned to leverage its existing infrastructure assets and technology advancement to drive increased revenue with both its consumer and enterprise segments. But new deployment and business models present challenges to capitalizing on those opportunities:

- Dedicated carrier ethernet connectivity is giving way to lower cost, more dynamic SD-WAN, SASE and even wireless networks. But this brings with it challenges of multi-party ecosystem governance; security; and experience assurance;
- New license blocks and wireless spectrum hold the promise of significantly increasing margins on MVNO offerings. But maximizing the business benefits of this means that the rapid deployment and management of wireless infrastructure - across multiple markets - is critical;
- Voice services continue to come under increased cost pressure but remain a strong revenue stream; automation of voice network and service operations is absolutely essential for maintaining and increasing profitability while establishing operational excellence and service reliability;
- An expanding regulatory environment focused on equity in broadband access, limited robocall activity, and leveraging VoIP for emergency and critical services requires heightened levels of reporting and troubleshooting to assure compliance;



Infovista customer experience assurance: a comprehensive solution to assuring cable connectivity services that grows and evolves with your business

A new set of customer experience assurance requirements has emerged to reflect the increased importance of reliable, high-performance connectivity services running over virtualized networks. These include:

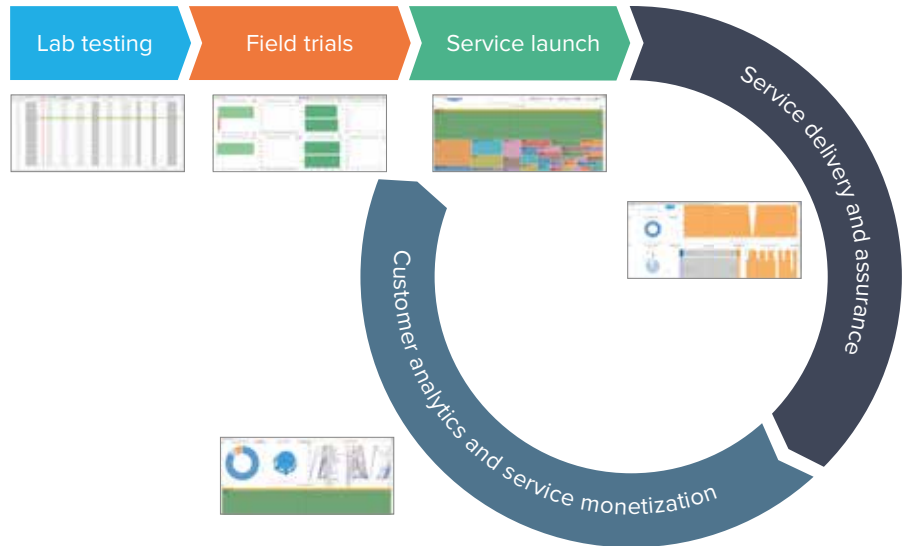
- Delivering broadband tiers consistently across HFC and Fixed 5G network infrastructure;
- Monitoring of traffic encrypted with advanced protocols such as TLS 1.3, in support of proactive network planning and insights into customer behavior and content preferences;
- Consistent mobile customer experience across MVNO partner cell sites and in-house 5G assets
- Assurance of the delivery of SLA and managed service commitments to enterprise customers over evolving transport networks including SD-WAN and SASE;
- Accurate and comprehensive monitoring and reporting of latency-intolerant applications such as voice services and conferencing;
- Support for customer self-service portals for visibility and initial triage of performance degradations or faults.

Infovista Customer Experience Assurance for cable service providers delivers a single pane of glass for your network and service operations teams to automate much of the manual activity involved in fulfilling these processes, from an easily extensible cloud-native and scalable platform that grows and evolves with your business.



Infovista for cable provides comprehensive customer experience visibility to operators and their customers throughout the service lifecycle

Modern, programmable networking technologies have enabled more agile service creation, but retaining the carrier-grade advantage means integrating assurance from the beginning. Whether rolling out in new territories or innovating and monetizing new services; Infovista for Cable supports the full service lifecycle; from pre-launch to live service operations, through close alignment to peripheral systems including network domain and service orchestrators.



Infovista for cable automates manually intensive tasks to simplify, accelerate and improve the cost-efficiency of network and service operations

Site testing workflow automation for complex site deployments involving new technologies such as 5G, significantly reducing testing and site activation times.

Automated assurance activation for rapid turn-up of new customer deployments, to maximize the benefits deployments remotely orchestrated and managed from the cloud.

Automated data enrichment with the use of AI/ML, for proactive prioritization and optimization of network and service operations to maximize business outcomes such as availability and performance of critical services.

Automated root-cause analysis for the rapid isolation and resolution of service impacting issues.

KEY BENEFITS

- Automation reduces manual intervention, time and effort, errors and delays
- Reduce time-to-market for new services by removing assurance activation bottlenecks
- Reduce TCO for customer experience assurance systems even as the workload and demands on NOC/SOC teams increases
- A single 'pane of glass'-correlated view of network, infrastructure, services and devices
- Establish visibility and trust across the service delivery ecosystem
- Improve customer experience and reduce churn
- Reduce operational costs by consolidating tools
- Assure advanced cable networks and services architectures including public/private cloud, SDN/NFV and datacenter infrastructure

Infovista for cable addresses the specific deployment, scaling regulatory, and security challenges of cable operators today

Comprehensive visibility for MVNO service offerings: From 5G site deployment to customer experience across partner and in-house networks; Infovista customer experience assurance solutions enables the monitoring of customer behavior and content preferences and network performance, and provides network and customer experience intelligence into the planning and testing of new, expanded and densified radio access networks;

Encrypted video reporting: Consumer streaming video constitutes 70% of more of most broadband networks. Infovista for cable implements a unique approach to analyzing encrypted video to give operators the data they need to optimize network delivery and pinpoint issues with CDN caching, video resolution, and QoS;

Regulatory reporting compliance: Compliance reporting on specific reach and speed requirements tied to government funding for rural broadband access, for instance, can be simply and flexible implemented, whatever the granularity or specific KPI reporting requirements may be;

Consumer protection from robocalling: Our solutions support the verification of valid caller credentials to detect spoof calls across both VoIP and SIP based voice calls, supporting the roll-out of government-mandated protocols and procedures such as STIR/SHAKEN in the United States;

Security Operations: Our solutions include a multi-stage automated vulnerability detection capability that prevents unauthorized access to sensitive reports and data;

Inherently secure, high efficiency, high velocity traffic decryption for modern ephemeral cipher suites: KLERITY™ employs session-key intercept (SKI) approach to traffic decryption, supporting terabit-per-second bulk decryption, even for advanced encryption technologies such as Diffie-Hellman Ephemeral (DHE), avoiding the costly, unscalable and inherently insecure traditional ‘MITM’ approaches of the past.

Economies of scale through enterprise self-service portals: Leveraging the multi-tenancy features of the cloud-native by design KLERITY™ application architecture, providers of fixed enterprise connectivity services can empower their enterprise customers to conduct initial triage for connectivity issues by providing tailored self-service portals for initial visualization and troubleshooting. This reduces the manual overhead involved in customer care by significantly reducing the time taken investigating issues that originate in the customer premises.

About Infovista

Infovista is the global leader in network lifecycle automation (NLA) for the next-gen networks era. With its unique NLA approach, Infovista allows communications service providers (CSPs) and enterprises to improve their network performance and customer experience, optimize their productivity, and reduce their costs, while maximizing return on their investments. Spanning the entire network lifecycle, Infovista's products and solutions leverage an open, integrated, cloud-native portfolio that automates tasks, flows, analytics, and decisions to the greatest extent possible. More than 1,500 customers, including 400 Mobile Network Operators, around the world rely on Infovista to plan, design, deploy, test, operate, support, optimize, evolve, report on and monetize their networks.