

Driving Down IPTV Operational Costs and Improving Customer Satisfaction—Regional Service Provider Selects JDSU for Proactive, Automated Monitoring

The JDSU End-to-End IPTV and VoD Service Assurance Solution ensures quality of experience for triple-play customers.



Background Information

Internet Protocol TV (IPTV) and Video on Demand (VoD) technology is now proven with customer adoption gathering mass; the battle for subscribers is about to begin in earnest. According to the research firm Point Topic (www.point-topic.com), the total number of worldwide IPTV subscribers by the end of 2010 had reached almost 45.4 million, representing more than 11.5 million new subscribers over the year and an annual increase of 34.6 percent.

Service providers must be able to scale effectively to deliver exceptional user experience levels to win market share for this profitable new revenue stream. Achieving this while driving down operational costs will prove vital for success. For operators, this comes down to one requirement: winning the hearts and minds of consumers by meeting their expectations for user experience.

This case study describes how JDSU partnered with a regional service provider to deploy a cost-effective service assurance solution so the service provider could proactively and reactively monitor and troubleshoot its IPTV and VoD services. The solution helps the provider ensure the QoE for every individual subscriber for their video service as well as their triple-play data service, which offers bundled high-speed Internet and IPTV.

The Challenge/Problem

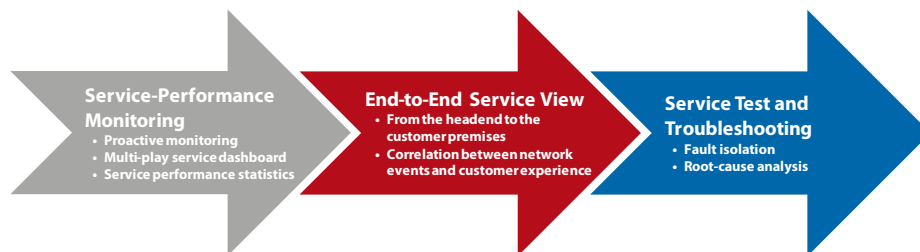
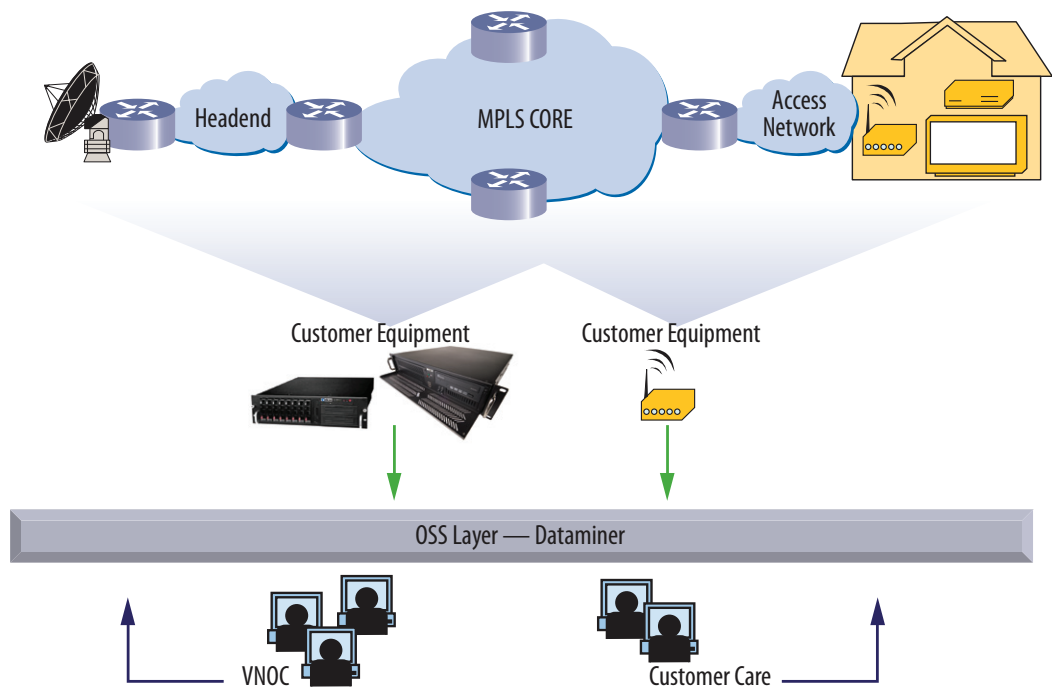
The JDSU OSS and Advanced Services Organization was engaged to deliver a video service assurance solution to a regional service provider that was introducing a major new service that enables their customers to view visual content (satellite TV channels, sports and cultural programs, the latest local language and international movies, and numerous other services) interactively on the TV screen in digital and high definition via the Internet.

In order to cost-effectively deploy its IP-based services strategy, the service provider needed an end-to-end proactive and reactive service assurance solution targeted at the areas of the IPTV delivery network with the heaviest service impact—the video headend, transport layer, aggregation, and access networks including all multi-services application modules (MSAMs) and digital subscriber line access multiplexers (DSLAMs). The service assurance system must continuously monitor the quality of service (QoS) and proactively and rapidly sectionalize the network. Given the importance of delivering high quality to its customers, the service provider required an experienced video test vendor partner who could deliver a solution that also optimized its operations. In addition, the system needed the capability to monitor the QoE for every individual customer with high-speed Internet and IPTV.

The JDSU Solution

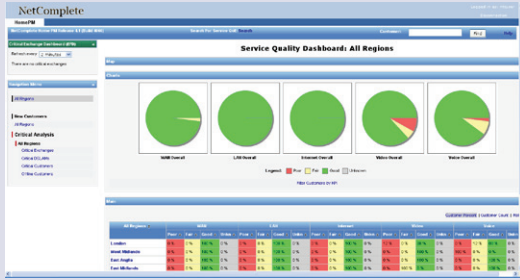
To meet the comprehensive service assurance requirements, the service provider selected JDSU to deploy its end-to-end IPTV service assurance solution which combines NetComplete® Home PM, MVP-200 MPEG video probes, Observer RPM 400 content monitoring probes, and Skyline Dataminer as the single operation support system (OSS) layer. The seamless deployment and project execution was carried out using the highly experienced professional services and consulting, project management, and training teams from JDSU.

This integrated JDSU solution gives the service provider the visibility and depth of measurement needed at the right points in their network to qualify whether problems are service-affecting and to correctly segment between unique points in their networks to accurately pinpoint their location.




Deploy and Support IPTV with Confidence

- Monitors all IPTV teams 24 x 7
- Correlates faults from home to headend
- Consolidates significant amounts of performance and quality metrics
- Service dashboards for executive decision-making
- Provides clear statements to customer-care staff to quickly locate, diagnose, and prioritize service issues




JDSU
End-to-End IPTV Service Assurance Solution


Monitor the Video Ingress Content



Monitor All Critical Transport Network Elements



Measure Real Customer Experience (QoS and QoE)



Why the JDSU Solution?

The JDSU end-to-end service assurance solution supports both DSL and fiber-to-the home (FTTH) access networks and enables the service provider to deliver multi-play services to their abundance of residential customers. This JDSU-established solution supports all applications that the service provider delivers and helps them increase customer satisfaction and reduce operating costs:

- Provides end-to-end simple, intuitive service view from the headend to the customer access point.
- Provides strong correlation between network events and service impact, including the impact location to allow the service provider to focus on service-affecting issues first.
- Provides strong correlation between the subscriber side (customer support) and the network side (network operations), such as the ability to map a network outage to a specific list of subscribers, reducing the number of customer tickets and thus operating expense (OpEx).
- Filters network events to those that specifically impact IPTV, and thus of key concern to the video network operations center (VNOC).
- Eases troubleshooting by setting up traps to isolate faults and correlates key performance indicators (KPIs) to quickly find the root cause of the problem.

Moreover, JDSU provided the service provider with a fully-customized solution – tailored completely to the service provider’s needs.

How the Solution Helped/the Results

The JDSU end-to-end IPTV service assurance solution is deployed in the the service provider’s VNOc and is proactively monitoring and correlating KPIs and testing the key monitoring points in the network. This deployed system has improved the service provider’s market-leading position while providing the following benefits:

- **Increased customer satisfaction**

The JDSU solution helped the service provider significantly and smoothly roll out new IPTV services to all customers and elevated their perception from a connectivity provider to a multimedia provider. It increased their broadband penetration and adoption of high-speed DSL. It has also helped them generate incremental revenue (for example, differentiated value-added services to attract new customers) and increase customer retention.

- **Reduced operating costs**

The JDSU solution enables the service provider to reduce its OpEx by decreasing the number of repeated trouble tickets, unnecessary dispatches (truck trolls), early failure rates (ELF), unnecessary RG (residential gateway) and STB changes, as well as mean time to repair (MTTR).

- **Measure the real customer experience**

The JDSU solution is the first TR-135/TR-069 global integrated solution that measures the real customer experience and identifies customer problems such as poor broadband (DSL/FTTH) connection, poor WAN or LAN throughput, poor home LAN network connectivity, or poor service delivery (Internet and video).

- **User friendly and easy to integrate**

The JDSU solution provides root-cause analysis (fault and dispatch statements), is based on DSL Forum standards and operates via web clients. It has been integrated with the service provider’s OSS (Granite, Motive HDM, and ALU Network Analyzer, among others).

Test & Measurement Regional Sales

NORTH AMERICA TEL: 1 855 ASK-JDSU 1 855 275-5378	LATIN AMERICA TEL: +1 954 688 5660 FAX: +1 954 345 4668	ASIA PACIFIC TEL: +852 2892 0990 FAX: +852 2892 0770	EMEA TEL: +49 7121 86 2222 FAX: +49 7121 86 1222	WEBSITE: www.jdsu.com/test
---	--	---	---	--