

STREAMLINING NODE SPLIT DEPLOYMENTS
AND CONTROLLING COSTS

Problem. **Solved.**



When it comes to conducting business as usual and building out network architectures to enhance future services, cable operators often find themselves in a bind. Internal technical resources are focused on making sure the existing broadband network reliably delivers data and video at the bandwidth speeds subscribers expect. The addition of deploying new technologies often stretches them beyond their capacity.

ARRIS partners with cable operators during times of rapid expansion to prepare them to handle future growth efficiently. Careful planning and design coupled with attentive program and materials management ensures a smooth implementation with the desired result: more bandwidth per subscriber.

The Problem: Implementing Node Splits While Ensuring Current Subscriber Services Run at Peak Levels

When subscriber demands for data and streaming video increase sharply, cable operators begin to detect latency within its HFC infrastructure, primarily due to congestion on network nodes. To maintain superior subscriber experiences, additional bandwidth needs to be provided and splitting nodes is often the best first step.

This was the case for one of the largest service providers in the world. In a highly-competitive broadband market, the operator realized that it was simply too easy for subscribers to switch service providers, so they strive to stay ahead of the curve when it came to residential bandwidth by splitting nodes or upgrading to 1.2 GHz nodes.

This strategy poses two challenges. First, the deployment of new technologies takes technical resources away from their number one priority of maintaining subscriber services. It also poses the challenge of manpower. External technical resources are limited—the required skills for splitting nodes are in very short supply. It is also difficult to provide dedicated people who are properly trained on the necessary technologies and educated on customer interaction procedures, an absolute necessity to ensure the successful rollout of new nodes.

BENEFITS

- Fast node split deployments
- Implementation of best-practice expertise
- Internal resources stay focused on current subscribers
- Lower costs through streamlined implementations

“ARRIS employs the latest node split best-practices to ensure their deployments are completed quickly and do not interrupt subscriber services. Their efficiencies also keep our costs low, which helps justify turning to an outside partner to handle our node splits.”

- Senior Headend Engineer of a leading broadband service provider



ARRIS Solution: The Expertise and Resources to Handle Large-Scale Deployments

To solve the challenges and maintain focus on day-to-day operations, the service provider turned to ARRIS for its ability to design the best possible solution and procure the necessary technical resources. ARRIS not only provides resources to implement the node splits, but also reconfigures the cable modem termination system (CMTS) to accept them.

Node design and deployment expertise provided by ARRIS enables service providers to install new nodes and split existing nodes cost effectively. ARRIS can scale its services when operators need node work done in multiple locations, and has strategically positioned technical resources to ensure consistent quality. ARRIS also performs work during non-peak hours to eliminate any interruptions to subscriber services.

“No matter where in the U.S. we need to split nodes or deploy new nodes to enhance our broadband network, we can rely on ARRIS to consistently deliver on the project deliverables. Their technical expertise and project management skills ensure every project flows smoothly.”

- Vice President of Engineering of a leading broadband service provider

The Result: The Assurance that Subscribers Enjoy Optimal Data and Video Services

The partnership resulted in the cable operator bringing fiber closer to each subscriber’s front door. As the nodes were split, subscribers realized immediate improvement in their internet bandwidth speeds—a key factor for cable operators in attracting and retaining subscribers.

As demand for data and video continue to grow, the company can count on ARRIS to continue to meet its needs. The initial implementation doubled the number of nodes in a specific region from 400 to 800, and the cable operator anticipates doubling nodes year-over-year until at least 2020. This approach will ensure that data and entertainment viewing services will continue to perform optimally as new network technologies are introduced. At the same time, the company can continue to focus on delivering “business as usual” services.

ARRIS – Problem. **Solved.**

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