

# US DTA Direct Fulfillment

## ARRIS Global Services Case Study

### KEY HIGHLIGHTS:

- Location: Wisconsin, USA
- Industry: Cable
- Challenge: Complete DTA fulfillment for over 5,000 units
- Business Value
  - Reduced service times
  - Lower field deployment costs
  - Improved time to market
- ARRIS Solution
  - Set-top deployment service
  - DTA set-tops



### SERVICE OVERVIEW:

#### The Business Challenge

A rural provider of voice, data, and video services needed to complete remote DTA fulfillment for over 5,000 units.

#### The Network Solution

In collaboration with AMT, the ARRIS Services Team oversaw a DTA Direct Fulfillment Project for the company. The deployment included over 5,000 DTAs. Fulfillment included automated turn-up, so the company's subscribers wouldn't have to call to turn on video.

The ARRIS NAS-RAC Ops Team managed the DTA set-up remotely. During their initial tests, the team discovered that set-up downloads averaged close to 10 minutes. The team was able to adjust bandwidth allocation and re-locate code download sites to achieve the operator's desired five-minute turn-up time.

---

## Business Results

At the company's request, the Services Team ensured the automated turn-up completed within five minutes of a subscriber submitting a request, eliminating call center calls. Fewer calls also resulted in fewer truck rolls, which saved the company money and helped improve customer satisfaction. Working in conjunction with ATM, ARRIS provided the company's subscribers with a plug and play home installation kit, while the an offsite team administered the DTA code download through our NAS-RAC Operations Center. The company achieved reduced service times, lower field deployment costs, and faster time to market for services.

## 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.