

# ABN Malaysia Pay TV

## ARRIS Global Services Case Study

### KEY HIGHLIGHTS:

- Location: Malaysia
- Industry: Cable
- Challenge: develop, build, and support a 200-channel headend
- Business Value
  - Faster, more reliable Internet access for customers
  - Richer, revenue-generating TV experiences
- ARRIS Solution
  - Consulting, design, integration
  - Encoders
  - M3 VOD Servers
  - DM6400
  - CAP1000
  - HMC3000 set-tops
  - System integration
  - Deployment
  - Support and Maintenance



### SERVICE OVERVIEW:

#### The Business Challenge

ABN Malaysia Malaysia's first CATV operator, had a vision to provide "Access for All," eliminating the digital divide between the rich and the poor. ABN wanted to differentiate their service based on cost, technology and content to compete effectively in Malaysia's pay-TV market.

To achieve their vision, ABN sought out a partner with:

- Proven Technology
  - Cost Effective Solutions
  - Experienced Staff
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## The Network Solution

ABN secured ARRIS Services to build a 200-channel MPEG4 Digital Video Headend and their first five hub sites. Our teams guided ABN through the headend construction process and consulted on international construction guidelines. The headend build included custom censorship and broadcast content recording features, as well as Malaysia's first in-country HFC network. The team installed Encoders, M3 VOD Servers, a DM6400, and a CAP1000 in the headend and helped deploy HMC3000 set-top boxes to ABN's customers. The HFC solution included design and consultative services, optical transmitters, nodes, amplifiers, and taps. The team provided Program and Project Management services for both the headend and HFC buildouts. ARRIS met all of ABN's project milestones in a timely fashion.

After the headend build was complete, the ARRIS Service Team coordinated third-party integration services for CAS, Middleware, Ad Insertion, and IP network infrastructure. In addition, the team also provided ABN's engineering team with 24x7 support.

## Business Results

Malaysians were accessing pay TV and internet service at a very high cost; their existing service providers were either using fiber to the home, broadband service or DTH service. ABN's service is affordable to all. Secondly, people will have access to an incredible amount of information. Unlike DTH service, which has limited bandwidth and limited channels, the cable platform allows ABN to deliver many more channels and enable unicast service. This capability is critical due to Malaysia's diverse population that demands niche content. Finally, the cable technology enables ABN to provide service that is un-interrupted.

Following the successful deployment of the Video Head End, ARRIS was selected to deploy the CMTS solution to enable ABN to offer high-speed internet offering to its subscribers.

## 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.