

CALA Wireless Enablement

ARRIS Global Services Case Study

KEY HIGHLIGHTS:

- Locations:
 - El Salvador
 - Nicaragua
 - Honduras
 - Guatemala
 - Colombia
 - Peru
 - Ecuador
 - Chile
- Industry: Wireless
- Challenge: Coordinate Greenfield deployments across several countries
- Business Value
 - New revenue-generating opportunities
- ARRIS Solution
 - System integration
 - Design services
 - Deployment
 - Support and Maintenance



SERVICE OVERVIEW:

The Business Challenge

Greenfield deployments are essential to expanding the reach of a service provider's network into new geographic areas. A leading wireless service provider in Latin America wanted to establish a presence in emerging markets in El Salvador, Nicaragua, Honduras, Guatemala, Colombia, Peru, Ecuador and Chile. Due to the enormous geographic area in play, however, coordinating design, construction and deployment presented a significant challenge.

The Network Solution

Between 2007 and 2009, the service provider commissioned the ARRIS Services Team to oversee a series of coordinated Greenfield deployments in the countries mentioned above. The Services Team oversaw headend design and construction for in-country sites and also provided Outside Plant Services, building HFC networks at four locations in Central America and four locations in South America. These HFC builds included over 40,000 kilometers of plant and activated 5,400 nodes. The builds achieved 3.6 million homes passed.

Headend design and construction encompassed Linear Broadcast TV, Ad Insertion, DOCSIS broadband, and SIP/NCS Packet Cable Telephony infrastructures. Design criteria for the HFC builds included N+0/N+1 architecture, walkout, digitalization, and GIS referencing. The Services Team supervised contractors, construction, activation, and staff training; it also provided the customer with design, walkout, construction, operation, and maintenance documentation.

Business Results

Greenfield deployments typically provide companies with new revenue-generating opportunities. They also help service providers to deepen and expand their service portfolios which can lead to fresh ways of leveraging and monetizing their asset catalog. With this extensive, multi-region Greenfield rollout, the service provider was able to target an entirely new subscriber demographic. By penetrating these new markets, and providing their existing subscribers with new, exciting services, the company gained a significant advantage over their competition and solidified their position as a major player in the Latin American market.

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.