Henan Cable Headend Evolution

ARRIS Global Services Case Study

KEY HIGHLIGHTS:

- Location: Henan, China
- Industry: Cable
- Challenge: Distribute deployment architecture while ensuring high reliability
- Business Value
  - Grew customer's market share
  - Highly scalable solution
- ARRIS Solution
  - Deploy VOD and time-shifted TV service with M3 media servers
  - Integrate solution with Henan's back-office system
  - Deployment
  - Support and maintenance

SERVICE OVERVIEW:

"Eliminating unnecessary costs and building greater efficiency into our on demand service environment is a key goal of Henan Cable's. With ARRIS we are doing this, while also providing our customers the best possible on demand experience. The use of new technologies combined with our understanding of the on demand market will continue make Henan a leading provider of on demand services in China."
Wang Daoyi , Chief Technology Officer, Henan Cable

The Business Challenge

Henan Cable wanted to grow their current market share. The company identified two areas they could target to help achieve their goal. First, Henan Cable planned to expand its VOD content delivery network in order to provide its 3.6 million strong subscriber base with a vast new library of on-demand content. Second, the company envisioned expanding its on-demand presence by providing its subscribers with access to live television. To meet these goals, Henan Cable needed a highly reliable, scalable deployment architecture solution the company could integrate easily with its current back office system.

The Network Solution

After consulting with selected ARRIS M3 media servers to build its VOD content delivery network, offering its more than 3.6 million subscribers a vast library of on-demand content. In addition, Henan was also able to provide subscribers with on-demand access to live television through the M3 system's nDVR feature. The ARRIS team defined the extension interfaces (such as time-shifted procedures that fell outside of ISA standard scope) and completed system integration with Henan's existing Ericsson OpenStream back-office system. Despite some equipment delivery delays early in the project, the ARRIS team still completed their field deployment milestones in a timely fashion. The initial deployment, in early 2011, consisted of 9,000 streams in three cities. Thanks to the success of the initial deployment, and growing demand for Hunan's services, Hunan expanded to 35,000 streams in 2012.

Business Results

Despite a highly complex blend of VOD and time-shifted TV service deployments, the ARRIS team were consistently on-time and on-budget. Henan Cable's new deployment architecture allowed them to offer their subscribers a much larger VOD library and a more robust lineup of live, on-demand programming. The ARRIS solution effortlessly grew Henan Cable's system from 9,000 to 35,000 streams, in service of a 20,000 hour content library. As a result, the company was able to grow its market share by over 50% while maintaining Quality of Service and improving their system's reliability.

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.

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