



# ARRIS Managed Wi-Fi™ Solutions Delivering Public Connectivity that Captivates Communities

Cable Operators have mastered the art of providing subscribers high-performance connectivity inside their residences, but extending Wi-Fi access beyond the four walls of subscribers' homes into the public spaces they occupy on a daily basis raises a unique set of challenges.

## **The Challenge: Connecting communities all over the country, one spot at a time**

Driven by the desire to offer loyalty-inducing services to its valued subscribers, a large Cable Operator based in the United States, is in the midst of a multiyear project to bring its communities seamless outdoor Wi-Fi service. Under its offering, the company set out to allow users to stream in the park, surf on the go and browse at a baseball game across new networks of public Wi-Fi hotspots. The Cable Operator was looking for a solution that could accelerate the time-to-market for these types of new services without requiring large infrastructure investments.

## **The ARRIS Solution: Reliable, scalable and centrally managed**

The Cable Operator chose the hosted version of the ARRIS Carrier-Class Service Provider Wi-Fi Solution to leverage its existing HFC infrastructure and integrate wireless assets into a single, centrally managed Wi-Fi network. With this carrier-grade solution, ARRIS gives subscribers single sign-on Wi-Fi roaming within the Operator's footprint while allowing non-subscribers to use the network as guests through a simple text-based sign-in. Proactive NOC support with notifications to the Cable Operator ensures optimal uptime and quick problem resolution when issues arise.

### Benefits for Service Providers

- Comprehensive public Wi-Fi platform
- Unlimited scaling across areas of interest
- Plug and play on top of existing network
- Full ARRIS hosting, network analytics and NOC support

## **The ARRIS Advantage: A uniquely powerful combination of advanced technology and managed services**

ARRIS has the history and expertise to help Cable Operators overcome unique challenges and exceed business goals. Its wireless access point (AP) technology by Ruckus has the ability to plug into its customer's outdoor plant for quick, efficient deployment. As the Operator's field engineers install APs at physical locations, ARRIS onboards the hot spots into the back office system and performs tasks such as authenticating subscribers, enforcing policies and performing account checks every 24 hours. NOC-level phone support lets the Cable Operator's administrators leverage world-class expertise to maintain service performance and customer satisfaction.

The ARRIS Network Intelligence system gathers data from subscriber-based traffic and lets the Cable Operator slice information by region, state and city, right down to individual APs. In addition to a holistic view of system health, the ARRIS platform displays the location of all APs, which are GPS-enabled. The color-coded map view can be toggled to show metrics including, which APs are on and offline, the number of unique subscribers and guests connecting through each AP, the types of devices they use, how much data they consume, and how long they stay online. This intelligence helps the Cable Operator optimize the deployment of APs to create a superior user experience and minimize subscriber churn.

## **The Result: Extended Wi-Fi connectivity in public outdoor areas from city centers to suburbs**

The Cable Operator has rolled out more than 600 Wi-Fi hotspots across four states thus far. Free unlimited Internet access through these hot spots creates a sticky relationship with the Operator's subscribers that enhances customer loyalty. The general public can take advantage of 30 free Wi-Fi minutes per month as guest users, thus creating a marketing opportunity that showcases enhanced service offerings to attract new subscribers. Over time, the Cable Operator plans to expand to dozens of public areas across the communities it serves to attract new customers in additional markets.

By leveraging its customer's existing network, ARRIS has provided the platform needed to quickly capitalize on new service opportunities as they arise in additional vertical markets. The Cable Operator has found a trusted partner to help extend its offerings beyond traditional areas and support an exciting era of new growth.

To learn more about how ARRIS enables Cable Operators to deploy Public Wi-Fi services, please visit [arris.com/solutions/carrier-grade-wi-fi/](http://arris.com/solutions/carrier-grade-wi-fi/)

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