

## CASE STUDY

# Satellite Provider Achieves Fast Time to Market with Flexible Provisioning System

### Challenge

A satellite service provider was recently established with one primary goal: to provide affordable broadband Internet access in small cities and rural areas where cable or DSL isn't usually available. Service delivery relies on satellite dishes for twoway data communications.

One of the first things the service provider needed to do was build an entire provisioning system from scratch. The system had to remotely manage and activate subscriber devices across the wide geographic area served by satellite.

At a minimum, for the provisioning system to support the concept of the broadband service being "always on" and affordable, it had to be highly reliable, efficient to operate, and simple to integrate with third-party middleware and billing software. To reduce truck rolls, the system had to auto-provision subscriber devices, and be flexible enough to configure devices for wide variety of service options such as satellite-specific bandwidth limitation policies. It also had to be highly scalable to support a growing customer base.

Finally, the system had to enable fast time to market and allow the service provider to become the leading competitor against cable and DSL services.

### Solution

Incognito Software, in partnership with Interactive Enterprise and Motorola, supplied a complete subscriber management and device provisioning solution that met all the requirements, including 5-nines availability, system integration, scalability, and flexibility.

The ability of Broadband Command Center software to create device configuration files dynamically, or "on the fly," minimizes system administration costs. Here's why. A device is activated when it receives a configuration file specific to its hardware characteristics, subscriber, and services purchased. Traditionally, in order to prepare for all the possible combinations of devices and services, the service provider would have to create thousands of configuration files ahead of time, and store them until they're ready for distribution.

Instead, Broadband Command Center waits for the device to request a configuration file, and then automatically generates any one of a huge number of unique files based on a small number of administrator-defined criteria (such as service speed, service bundle, subscriber location) – a process known as dynamic file generation. The administrator doesn't have to store or track any files – and only a handful of criteria need to be managed.

These capabilities are especially important for providing satellite Internet service, which requires special criteria and "on the fly" configuration to implement fair access policies with bandwidth limitations and various quality of service (QoS) levels. Broadband Command Center is also integrated directly with the service provider's bandwidth management and fair access policy servers.

### Results

During the first two years of operation the satellite provider has achieved speeds up to 30 times faster than dial-up access, and a very high customer satisfaction rating of over 90%.

The provider has also minimized administrative costs through Broadband Command Center's customizable service criteria, known as "client classes." Administrators only have to manage a few dozen client classes to deploy multiple service packages across thousands of devices. In comparison, a basic provisioning system would have required thousands of static files.

The satellite provider is now planning further expansion that will triple customer capacity.

## BENEFITS

- Quick time to market
- Speeds 30X faster than dial-up
- Low-cost administration
- Easy service customization
- Billing/middleware integration
- Fair access policy integration

## APPLICATION

- Satellite high-speed data

## SOFTWARE

- Broadband Command Center™