

Solution: Digital Home Experience
Product: SNMP Genie

Extend digital home network visibility to legacy SNMP devices

Simplify legacy CPE management with a single integrated device management platform for all devices that reside in the home network

SNMP Genie benefits:

1. Streamline operational costs with one solution to monitor and manage all CPE
2. Simplify administration tasks with a single view of all devices
3. Reduce service disruptions with rich diagnostics, KPIs, and remote troubleshooting
4. Preserve legacy hardware expenses

Gain visibility of all customer premises devices with one central CPE management solution

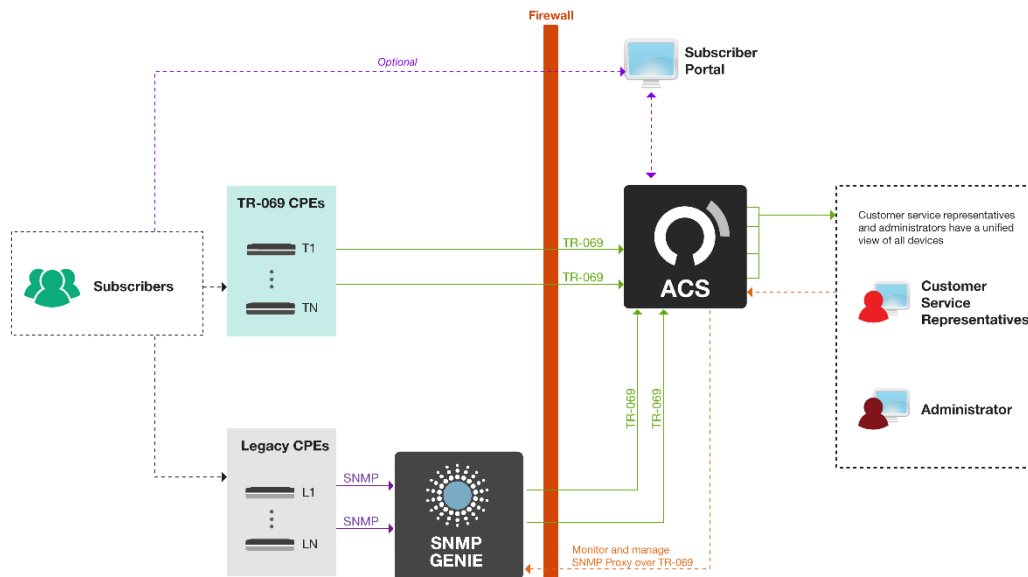


Figure 1. The addition of SNMP Genie to the Incognito Digital Home Experience solution extends TR-069 support to legacy devices

As communication service providers move from subscriber acquisition strategies to retention and experience management, gaining visibility beyond the home network gateway to actively measure and monitor QoE is more important than ever. As the digital home network becomes more complex due to numerous connected devices such as tablets, laptops, IPTVs, consoles, and more, the Broadband Forum TR-069 specification enables remote provisioning, management, and monitoring of customer-premises equipment (CPE).

However, many legacy devices may not support TR-069. This presents a key challenge in trying to gain holistic visibility over all devices that reside in the home network and share the same WiFi connection. Traditionally, only two options were possible for managing these devices — either replace all non-TR-069 devices at a great financial cost, or run two separate device management systems: one for TR-069 devices and one for non-TR-069 devices. Neither of these options provide a cost-effective approach.

What if there was an alternative way forward?

Incognito helps providers manage the digital home network with an end-to-end CPE management solution that offers the ability to provision, monitor, and manage

all CPEs from one central solution including legacy SNMP devices. The Incognito Digital Home Experience solution uses TR-069 to enhance home network visibility and mass device management, while the addition of Incognito SNMP Genie extends support to non-TR-069 devices.

This means that the for CSP network administrator, all devices appear and can be managed as TR-069 devices. No additional input or configuration beyond the solution interface is required.

Now CSPs can extend the management and control benefits of TR-069 — such as KPI functionality, diagnostics, and remote management — to non-TR-069 devices. It also means that you can manage legacy devices in the home network through a common platform, reducing administrative costs.

Key capabilities

Legacy devices lurking on your network? No problem. Improve subscriber QoE and reduce operational costs with a single CPE management solution that extends the power of TR-069 to all customer premises devices without escalating support costs.

Key capabilities

Enhanced subscriber QoE

Extend the benefits of TR-069 across your network to improve subscriber QoE with visibility and management of legacy CPE. Regardless of device type, you will have access to rich diagnostics, network performance intelligence, real-time metrics for improved troubleshooting, less downtime, and an overall smoother subscriber experience.

Lower CAPEX and OPEX

Why run two device management systems in parallel — or pay to replace all the legacy customer devices on your network — when one solution is all you need? Operating from a single platform not only lowers upfront costs but also cuts down on administration tasks, freeing up your team for other projects.

Single view of all CPE

Reduce swivel-chair operations with a single platform to provision and control features of all the CPE on your network. Through a centralized view of all legacy and TR-069 devices, administrators save hours of work performing functions such as provisioning, reboots, and troubleshooting. Functionality from all device types simply appear on one interface, while the solution works behind the scenes to translate SNMP-based commands. Even the solution itself can be managed as a TR-069 device through the same interface, allowing you to configure it to suit your needs.

About Incognito Digital Home Experience solution

The Incognito Digital Home Experience solution uniquely empowers CSR personnel and the home network residential user to proactively troubleshoot and resolve home network experience technical issues. It decreases the time it takes to resolve customer calls to the help desk by improving first call resolution rate with better digital home and device insights, reduces operational costs with less truck rolls, and improves customer satisfaction with ongoing service quality management and real-time KPIs. The solution comprises Incognito Auto Configuration Server, SmartCSR, Subscriber Self-Care Portal, Service Quality Manager, and Key Performance Indicator Dashboard.

About Incognito

[Incognito Software Systems Inc.](http://www.incognito.com) provides software and services solutions to help global service providers manage and monetize broadband services. Over 200 customers worldwide, including Cox, Claro, Globe, Foxtel, and SingTel, leverage Incognito solutions to fast-track the introduction of innovative broadband services over fiber, LTE and cable technologies, while delivering a great customer experience. The company is a division of the [Lumine Group](http://www.luminegroup.com), a portfolio of [Constellation Software Inc.](http://www.constellationsoftware.com), the largest independent software company in Canada. www.incognito.com