![incognito]

How a Service Provider Modernized DOCSIS Provisioning While Cutting Costs

OBJECTIVES

Increasing subscribers and winning market share means getting to market first with confidence. One of our Tier 3 service providers wanted to upgrade to IPv6 capabilities in a cost-effective way, leading to a contentious process with their legacy DOCSIS provisioning vendor that paved the way for Incognito's Broadband Command Center (BCC).

THE CUSTOMER

With decades of experience in the telecommunications industry and over $2 billion in annual revenue, this customer ranks among the top 10 service providers in North America. Valuing innovation, customer service, and affordability to subscribers, they serve multiple residential and commercial markets across a wide variety of geographies.

THE BUSINESS CHALLENGES

Service providers are caught between market forces and technological innovation, having to find creative ways to modernize their offerings in an increasingly competitive environment:

"The cable industry has raced to deliver substantial amounts of capacity in record time. However, as transformation takes hold and digital disruption continues to shape many industries, cable operators must accelerate their infrastructure modernization to meet the evolving needs of the market." - Digital acceleration calls for cable infrastructure modernization, Broadband Technology Report

Our customer's commitment to delivering best-in-class service required strategic decisions to keep pace with the latest technologies and ensure costs were kept down.

AT A GLANCE

Challenges

- IPv6 adoption
- Costly upgrades associated with legacy system
- Complex operations

Benefits

- Lower TCO over incumbent vendor
- Dynamic device configuration that adapts to any vendor and DOCSIS version
- Streamlined licensing and support models
- 'Fix it Right the First Time' support philosophy

> With Incognito, we could stay on our single-server approach for both DHCPv4 and DHCPv6 and centralize our operations, which was crucial to the longer-term viability of cost-effective service deployment.
>
> **VP Network Operations**
> Incognito Customer

"Today's subscribers want effortless access and capacity for their internet-enabled services. As a leading service provider, we always seek the best technology and solution partners to support the evolution of our network," said the customer's vice-president of network operations. "We continuously evaluate our infrastructure and always look for vendors that meet our performance goals, simplify operations, and streamline capital and operational expenditures."

Driven by the need to modernize legacy systems to open revenue opportunities with new and existing subscribers, the customer launched a strategic initiative to adopt IPv6. Reviewing their existing Data Over Cable Service Interface Specification (DOCSIS) provisioning platform, they found some notable challenges. "We saw immediate issues with the solution presented by our supplier," the vice-president of network operations explained. "They insisted on an upgrade path that was expensive to acquire and maintain, and introduced complexity into our network that we didn't want to incur."

The incumbent's lack of an effective solution led to a search for a new DOCSIS provisioning vendor. The high-level goals were:

1. Support carrier-grade IPv4 and IPv6 with centralized operations
2. Lower total cost of ownership (TCO), including deployment, licensing, support, and upgrade costs
3. Shift employee workloads from platform administration and maintenance to more value-added activities
4. Improve customer service response time, expertise, and relationship

THE SOLUTION

The service provider turned to Incognito's Broadband Command Center, an end-to-end device provisioning and management solution proven to accelerate the rollout of multi-vendor, multi-standard technologies. This selection resulted in significant improvements over the incumbent vendor:

- Decreased costs and hardware footprint
- Reduced operations and maintenance effort
- Personalized, responsive, and one-on-one access to product support experts

As an existing user of Incognito's Address Commander product, the customer benefitted from its pre-integration with our BCC platform. This support streamlined the DOCSIS migration process and allowed the network operations team to build upon the success of existing Incognito DHCP scope deployment use cases in the Address Commander solution.

⭐ Minimizing hardware costs and complexity
"Going lean in power and cost" is the mantra for most data center operators, and for this customer, that meant a serious discussion with their incumbent DOCSIS provisioning vendor. "Their team insisted on a significant upgrade to a system that spanned multiple servers to support IPv4 and v6," said the vice-president of network operations. "This effectively doubled our hardware costs and increased the complexity of our system architecture and maintenance needs. With Incognito, we could stay on our single-server approach for both DHCPv4 and DHCPv6, and centralize our operations, which was crucial to the longer-term viability of cost-effective service deployment."

⭐ Scaling device configuration
Along with growing their subscriber base, the customer needed to scale their provisioning operations and future-proof against upcoming standards. For device configuration, the growing complexity in hardware vendors and versions necessitated an upgrade from their legacy static file approach to a dynamic model, including support for DOCSIS 3.1, DOCSIS 3.0, and newer 4.0 equipment.

Incognito BCC met this need with automated configuration capabilities that dynamically instantiate and deploy configuration files for multiple device vendors, device versions, and DOCSIS versions up to 4.0. This has since helped network operations personnel minimize their effort on device management while maintaining uptime regardless of firmware upgrades and software versions.

Reducing licensing and support costs

The incumbent DOCSIS provisioning vendor employed a recurring cost model that the customer found prohibitive towards future growth. With shocking and mandatory add-on costs for upgrades and support, they needed a TCO model that aligned closer to their budgets. The vice-president of network operations explains, "We found Incognito's licensing model far more reasonable and simpler to understand. Unlike our existing vendor, Incognito's license included support and upgrades, and their team was more transparent about their long-term roadmap and investments into the product. Overall, it was a less complex pricing structure with a lower TCO for us."

Improving support effectiveness

Beyond initial licensing and rollout, the customer wanted to level up their support in terms of responsiveness and access to expertise. A common problem with massive vendor organizations, like the incumbent, is having to go through multiple support triage levels before finding a solution, not so with Incognito Customer Support. "Knowing that our customers have clients of their own, we dedicate ourselves to providing the right answer in the fastest amount of time," said Pete Koat, Chief Operating Officer at Incognito. "This means providing immediate access to subject matter experts who know how to get the job done and developing a long-term relationship with all levels of the provider to build that necessary trust. We work hard to stay true to our motto of 'Fix it Right the First Time'."

WHY INCOGNITO?

With spending on passive optical networks (PON), cable broadband equipment, and fixed wireless customer-premise equipment (CPE) expected to reach $95B by 2026, Incognito is ready to provide the support necessary to accelerate rollout, optimize quality of experience, and streamline operational costs to better differentiate in highly-competitive environments.

To learn more about Incognito's award-winning Broadband Command Center and how it simplifies DOCSIS provisioning to assure frictionless rollout and service delivery, please visit incognito.com.

incognito

www.incognito.com