



# Fast Track FCC Rebates with Incognito's Monetization and Analytics Platform

## MAP Monetize for FCC Affordable Connectivity Program

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### Introduction

In 2021, the Federal Communications Commission (FCC) introduced the Affordable Connectivity Program (ACP) to ensure accessible fixed broadband connectivity for remote work, virtual learning, and more while reducing the financial burden end customers face in these challenging times.

Any US operator who registers with the Universal Service Administrative Company (USAC) and the FCC for this program can receive rebates following "proof" of subscriber consumption of broadband services. So, how can American operators ensure regulatory compliance with the FCC ACP?

This use case provides a summary of the ACP requirements, the challenges operators face with reporting and compliance, and how Incognito's Monetization and Analytics (MAP) solution can help solve those problems. It also outlines MAP's additional benefits—even with short-term use—of increasing ARPU from the current subscriber base, optimizing network operations, and creating new revenue streams.

# ACP Requirements

## For households

- Each household is entitled to one monthly service discount and one device discount.
- The discount can cover routers, modems, hotspot devices, and antennas if offered as monthly rental costs in addition to broadband service costs.
- The ACP can be applied to the cost of bundled services, including broadband, voice, and texting, as well as associated equipment.
- If the household bundle includes a TV service, that portion of the bill is excluded along with any services above the monthly discount.

## For providers

- The provider will receive the funds directly from the ACP.
- Participating providers can be reimbursed up to \$100 if they supply a connected device to a home as long as the household pays more than \$10 but less than \$50 for that device.

# Challenges Operators Face with ACP Regulatory Compliance

- Capturing near-real-time network data in a centralized manner for any access technology like FTTx (fiber-to-the-x) or HFC (hybrid fiber-coaxial) cable.
- Identifying connected devices in the household and determining which are operator provided versus consumer provided (i.e., bring your own device).
- Correlating residential gateways, modems, CPEs, and other devices with subscribers.
- Capturing information related to routers, modems, and hotspots.
- Serving this big data to multiple systems and stakeholders organization-wide, for example, billing and self-service portals.
- Understanding and learning from subscriber insights (e.g., which bundled products are being used, OTT consumption, bandwidth patterns).

If you are a fixed broadband service provider who has committed to the FCC Emergency Broadband Benefit program and you are facing any of the above challenges, Incognito is here to help you get your hard-earned FCC funding rebates!

# Incognito's Monetization and Analytics Platform

For operators seeking a turn-key solution for complying with the FCC ACP data requirements, the Monetize module included in Incognito's MAP solution offers features such as:

- Standards-based access technology-agnostic data collection to get near-real-time insights from across cable and/or fiber networks.
- The ability to segment and identify subscriber needs with tremendous granularity based on usage data patterns—identify upstream, downstream, and total usage by month, MAC addresses, and billing accounts.
- Enablement of zero-based rating for operator-provided services such as IPTV, VoIP, and more.
- Pre-integration with Incognito's Digital Experience solution (TR-069 ACS/TR-369 USP) to discover all connected devices in the home and configure rules to focus on operator-provided devices for ACP USAC data.
- Customizable dashboards and reporting to meet USAC ACP data and format requirements.

## Incognito Benefits

- ✓ Streamline the process of submitting reimbursement claims to the FCC by providing accurate timely data and get ahead of your competitors.
- ✓ Expose near real-time usage analytics to subscribers via a customer portal for transparency.
- ✓ Store usage information for required USAC data retention periods.
- ✓ Leverage this same MAP platform beyond the FCC ACP to increase ARPU and deliver superior broadband service quality to your customers.

## Learn More About Incognito MAP

If you're ready to streamline the regulatory compliance and reporting process and shorten the interval to get your FCC ACP rebates across any fixed broadband access technology, for any connected device in the home, and increase revenues by gaining valuable real-time subscriber and network insights, visit: [www.incognito.com/products/monetization-and-analytics-platform/](http://www.incognito.com/products/monetization-and-analytics-platform/)

## About Incognito Software Systems, Inc.

[Incognito Software Systems Inc.](http://www.incognito.com) provides service orchestration software and services that help digital service providers manage the next-generation broadband experience. Over 200 customers worldwide, including Claro, Cox, Digicel, Globe, and Orange, leverage Incognito solutions to fast-track the introduction of innovative broadband services over fiber, cable, fixed wireless 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. Visit [www.incognito.com](http://www.incognito.com) or follow us on [LinkedIn](https://www.linkedin.com/company/incognito-software) and [Twitter](https://twitter.com/incognito_software).