CASE STUDY

Roll Out New Services with TR-069:
A Cable IPTV Use Case

The Challenge

The cable industry has traditionally led the way in video delivery but the rise of over-the-top (OTT) video providers such as Netflix, iTunes and Hulu is putting this market dominance at risk. When subscribers access OTT services on your network, you lose on several fronts – you pay for the bandwidth but miss out on the potential revenue stream and face "cable cutting" from subscribers.

To stay competitive in this changing environment, you need to modernize and roll out new services. IPTV is an opportunity to offer subscribers premium "TV Everywhere" solutions on IP devices while controlling and monitoring the use of bandwidth. However, switching to IPTV, or a hybrid of IPTV and existing digital TV, requires the ability to remotely provision and manage IP devices that are inside the customer premises – a task that was previously unheard of using DOCSIS protocols alone.

The Solution: TR-069

The CPE WAN Management Protocol, published by the Broadband Forum as TR-069, offers the provisioning and remote management controls necessary for successful IPTV rollout. This protocol specifies a standard communication mechanism between customer-premises equipment (CPE) and a TR-069 auto configuration server (ACS). Importantly, TR-069 is an open standard that can be used by any vendor. This makes it an ideal solution for rolling out IPTV, as you are not locked into using a particular vendor's set-top box or firmware in order for the service to work.

Wireline providers have previously almost exclusively used TR-069 as the management protocol of choice but this standard also has the potential to transform the cable industry. TR-069 is a vendor-neutral standard that enables you to decrease operating costs, and increase visibility and control over the CPE necessary for quick and simple IPTV rollout.

The Incognito Advantage

The Incognito Auto Configuration Server (ACS) leverages TR-069 to act as the link between subscriber devices and your customer service representatives, support staff, and OSS/BSS. This product enables you to quickly roll out IPTV services with a reliable automation solution, and facilitate zero-touch remote provisioning for TR-069-enabled DOCSIS cable modem gateway devices. This allows for remote provisioning and preemptive management, which in turn decreases support costs, such as truck rolls, and accelerates time-to-revenue for IPTV deployments.

ACS is a fast and agile solution that enables you to monitor and regulate subscriber device thresholds based on a wide range of reporting parameters, from the amount of bandwidth used to average session times. As a result, ACS can generate an almost endless number of customized reports instantly without affecting performance.

BENEFITS

- Zero-Touch Installation
- Real-time diagnostics and monitoring
- Firmware and device management
- Monitoring and Version Control
- Reliability and Scalability

INDUSTRY

- Cable and wireline

PRODUCT

- Incognito Auto Configuration Server™

ACS also offers device backup and restore, which allows you to automatically replicate settings in a subscriber's replacement device, for instance, an IP set-top box. It has the option to integrate with a user-friendly online portal to allow subscribers to access information about their account and network devices. Ideally this would enable subscriber self-care by allowing users to change the settings for their IPTV services.

Overall, ACS allows for greater visibility and control over CPE. It enables you to swiftly deploy new services such as IPTV, remotely configure TR-069-enabled DOCSIS cable modem gateway devices, and manage home networks, all while keeping support costs to a minimum. The ability to quickly and easily roll out new services is essential for the cable industry to remain competitive in a changing video market, where OTT providers such as Netflix are increasing their market share.

Related Products

Incognito ACS is fully integrated with Service Activation Center (SAC). This product gives you the ability to manage subscriber entitlements, such as a group of channels or video-on-demand, in the IP sphere. SAC enables multiple activations and allows for TR-069 gateway diagnostics on a per customer-premises gateway basis, rather than running separate commands to learn about the status of customer devices, services, or quality. For more details on SAC and other products in the Incognito Software suite, see www.incognito.com