

SCTE Unplugged

Data Analytics and OpenVault

By Melissa Cogavin, Managing Editor, SCTE

OpenVault are sources of broadband technology solutions and data-driven insights into worldwide broadband consumption patterns, offering cloud-based, SaaS solutions and tools help service providers optimise network performance, increase revenue and improve subscriber satisfaction.



**Brian Buckley, Director,
Marketing Operations,
OpenVault**

As we all become more connected, we understand the increasing importance of data at the SCTE; how it is gathered, how it is protected, how it is analysed and how that analysis influences our global business. At OpenVault they understand that even better, so we were delighted to spend some time getting to know Brian Buckley, Director,

Marketing Operations with our newest Corporate Member, and hear about data analysis from the experts.

MC: It's great to meet you Brian. Tell us a little about your company. How did OpenVault get started? What's your background as an organisation?

BB: Great to be here, we are so excited to have become members of the SCTE. Well, OpenVault was founded in 2011 after entrepreneur and CEO Mark Trudeau discovered a gap

in how broadband analytics can and should be leveraged by internet service providers. At the core of OpenVault's success are the data, analytics and business intelligence solutions that provide the visibility into the network that the operators need to achieve peak performance and monetisation. We help them generate higher ROI in multiple ways: by reducing operational costs; by helping them find other ways to monetise the network; and by improving subscriber experiences, engagement, and retention.

MC: It is definitely the right place and time to be leveraging broadband analytics, well done for spotting the opportunity. What are your strengths – what's got you this far do you think?

BB: The broadband world continues to evolve; our commitment is to be there with the solutions operators need to manage and capitalise on new trends. We pride ourselves in being the acknowledged leader in broadband data by using our aggregated customer data to provide empirical insights into the broadband industry, benchmark trends, and help operators understand how they are stacking up against one other, but we're also highly-skilled at using that intelligence to predict future needs and outcomes.

MC: It's clear you have achieved a lot already, what about the future? What's your vision - where do you want to get to by 2025?

BB: Within the last six months in fact we've made a significant acquisition that is helping us arm the industry with richer, faster, and even more meaningful datasets that can stay ahead of demand in the coming years.

MC: Well done, this is very impressive. And I see you have plans for expansion across Europe - how do analytics vary from one continent to another?

BB: In terms of numbers, we have seen the extrapolation and competition of streaming services take hold in North America a few years before Europe and the rest of the world.

At a more macro level, an overall trend towards cord-cutting and streaming services was already taking hold even before the pandemic. Now there are hundreds of millions of consumers worldwide who have shifted more work, school and entertainment activities to the home.

MC: By that do you mean that presumably whatever package plans subscribers were on even 2-3 years ago don't align with their current data consumption?

BB: Exactly. A big part of our job is to provide the data and analytics that operators of all sizes need to help their subscribers understand how spending a little bit more on package plans that match their consumption behaviour can actually increase the enjoyment and engagement.

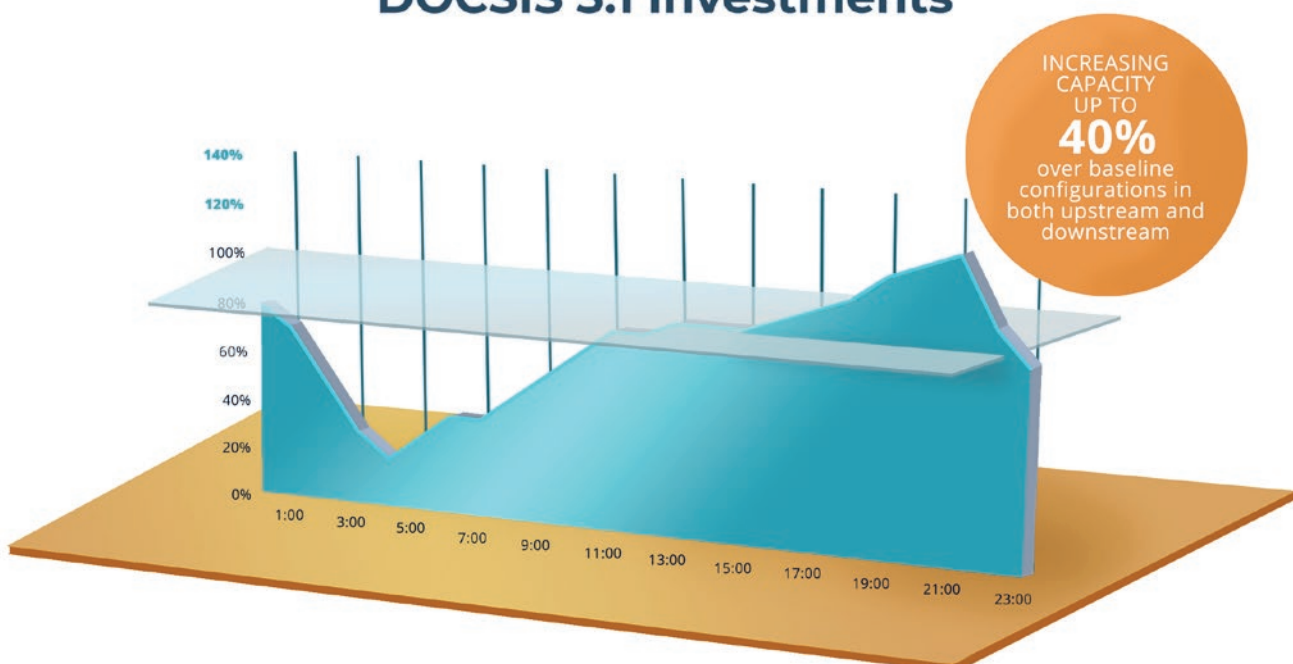
MC: It's all changing so fast. You must have had to be very agile to accommodate such changes with your customers. How do you see the field of data analytics evolving over the coming 3-5 years?

BB: Yes that's right, we are very agile. With more and more consumers creating wired or wireless home networks, operators need to be able to support the management of those environments within the bounds of privacy regulations. As a company that primarily delivers SaaS-based solutions from the cloud, OpenVault is using its agility to help the industry strike that balance.

MC: How are you doing it?

BB: We're building tools and solutions that operators can use to make data-driven strategic decisions around the technology, business and market implications of home networks; to give consumers insights into the performance of their home networks, and to provide truly touchless consumer care without entering the home.

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MC: We seem to be living in a period of history defined by disrupters. If it isn't a global recession, it's Brexit. Trump disrupted things from the top down, and Johnson seems intent on ripping up the rule book too. If it isn't Brexit it's Covid, and now Russia has invaded Ukraine. How are you affected by these disrupters and how is OpenVault preparing for an uncertain future?

BB: Amidst all of that disruption, broadband is a constant that society needs more than ever. Our cloud-based, zero hardware solution isn't limited by geographic or economic boundaries, so it can simply and reliably help any operator anywhere manage its networks and ensure connectivity and communication we all need.

MC: Cyber security is a hot topic at present and the lack of preparedness at senior level seems to account for much of the damage done. In your field data is king, so

how does OpenVault handle the threat of ransomware with its own data and that of its customers?

BB: OpenVault is incredibly mindful of the data security and the sensitivity surrounding it, especially as we connect more within Europe. We continually monitor our systems to ensure that they are hardened against emerging threats and are transparent with our customers so that they have full autonomy regarding the handling of their data.

MC: It sounds like OpenVault have every angle covered and your progress into Europe and beyond is hampered only by your imaginations! Best of luck with your upcoming projects and we look forward to catching up again soon.



Based in New Jersey, USA, and established for over 10 years, OpenVault and OpenVault Europe aggregate and analyse the resulting market data to provide granular views of consumer usage in order to anticipate residential and business broadband trends.

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