

Three Pillars of Broadband Success

RELIABILITY, OPTIONALITY, SPEED

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THERE ARE THREE PILLARS OF SUCCESS THAT STAND AS CRUCIAL CORNERSTONES TO ENSURE LONG-TERM PROFITABILITY: RELIABILITY, OPTIONALITY AND SPEED. THESE PILLARS ARE RESHAPING THE BROADBAND INDUSTRY AND PROPELLING OPERATORS TOWARDS SUSTAINABLE GROWTH AND PROFITABILITY.



In the rapidly changing broadband landscape, competition is intensifying, technology is evolving and service providers must navigate these challenges strategically to secure their foothold in the market. There are three pillars of success that stand as crucial cornerstones to ensure long-term profitability: reliability, optionality, and speed. These pillars are reshaping the broadband industry and propelling operators towards sustainable growth and profitability.

Reliability, along with a clear focus on the customer quality of experience (QoE) lies at the heart of subscriber satisfaction and retention. In an era where downtime is not an option, ensuring high uptime is critical. Solutions that provide proactive network intelligence with actionable insights to help manage the customer QoE are transformative for operations with positive impact on operators' bottom line. Service availability enhancements via in-service software upgrades and resilient redundancy options ensure that consumer downtime is a thing of the past.

By prioritising service reliability and customer QoE, operators not only enhance the customer experience but also reduce operational costs associated

with troubleshooting and support. A dependable broadband service builds trust, fosters loyalty and ultimately drives profits by minimising churn rates and maximising lifetime customer value.

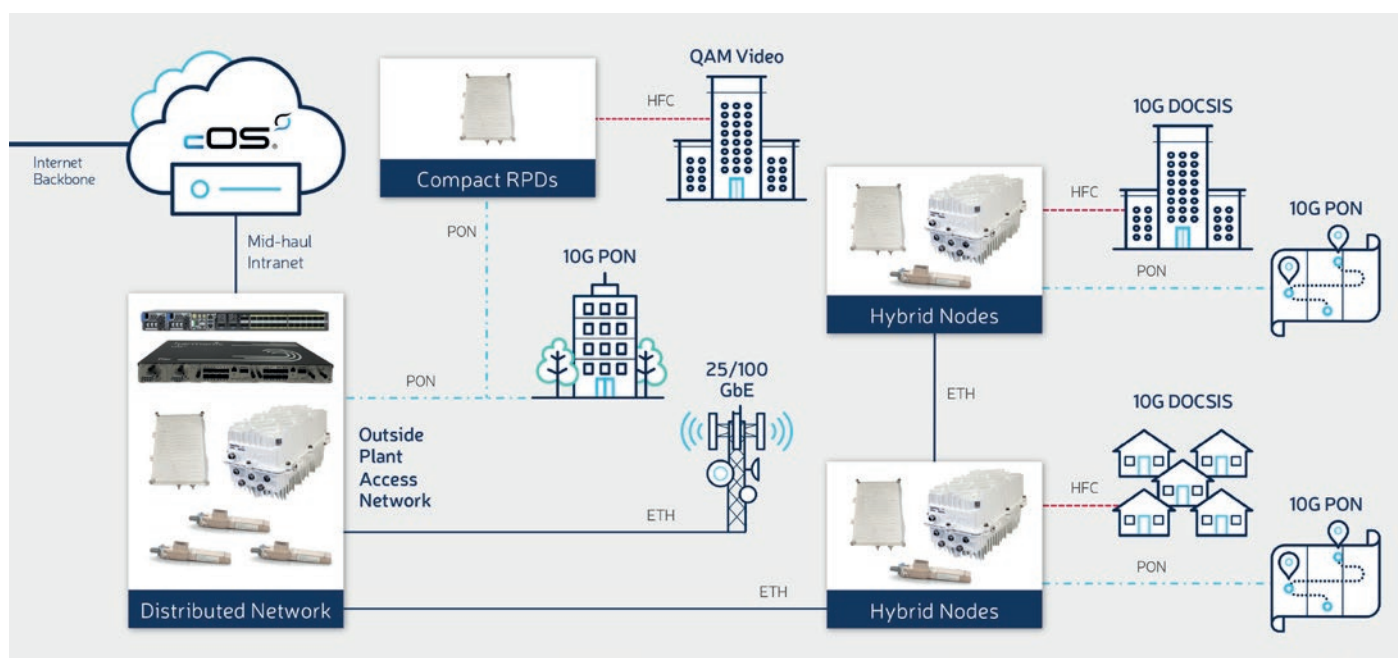
The second pillar of optionality offers operators the flexibility to adapt to evolving market dynamics and technological advancements without costly infrastructure overhauls. A virtualised core and advanced network edge devices that support multiple access technologies empower operators to leverage existing investments while seamlessly integrating new technologies to enhance their service offerings.

Converging access technologies onto a unified platform optimises resource allocation, streamlines operations and accelerates deployment timelines. Operators can then address markets with greater agility to drive revenue growth and service differentiation.

Speed is no longer the critical pillar but remains the baseline for broadband operators in a competitive broadband landscape. A virtualised core serving adequately enabled in-premises devices can boost speeds to achieve over

8Gbps in the downstream and nearly 2Gbps upstream, and this is over the existing DOCSIS 3.1 networks. If fibre to the home services make more sense, then that same virtualised core can serve PON using XGS-PON technology supporting similar downstream speeds to the subscriber. The ability to offer similar service offerings irrespective of the access technology unifies messaging and simplifies service marketing.

Leveraging existing network infrastructure and deploying software in the core accelerates time-to-market for these new or enhanced services.



The ability to deliver multigigabit speeds regardless of access technology and infrastructure not only maximises the value of network investments but also positions operators to compete with telcos for market share; either with boosted DOCSIS speeds, or by adding fibre services delivered over the last mile from the DOCSIS distributed access network. By the same degree, Fibre distribution networks can utilise DOCSIS technology when addressing subscribers in a multi-dwelling unit (MDU) which already offers coax cabling without a costly upgrade to in-building infrastructure.

Leveraging existing network infrastructure and deploying software in the core accelerates time-to-market for these new or enhanced services. A virtualised core also ensures that operators stay ahead of evolving subscriber needs and market demands with the ability to quickly scale and dynamically adapt to demand while lowering total cost of ownership.

The convergence of fibre and DOCSIS networks represents a significant milestone in broadband evolution. A single broadband platform delivering both fibre and DOCSIS services offers a flexible solution to address varying market needs with greater effectiveness, with increased scalability, and cost efficiencies. This

convergence not only drives operational efficiency for network operators but also ensures a high-quality broadband experience for subscribers, thereby bolstering customer satisfaction and long-term business success.

Investing in evolutionary and future-ready solutions is key to staying ahead in the broadband race. By evolving networks without wholesale replacements of legacy components, operators gain financial advantages and greater flexibility to adapt to the future of broadband. New, modern technologies enable operators to maximise network performance, enhance user experiences, and drive down operational costs, thereby improving total cost of ownership and ensuring long-term viability in the market.

As the broadband industry continues to evolve, operators must prioritise reliability, optionality, and speed to succeed in a fiercely competitive landscape. By embracing these pillars and leveraging versatile virtualised solutions with modern access architectures, operators can secure their future, drive profitability, and deliver an exceptional quality of experience to subscribers.

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