

ENTERPRISE INTEGRATION OF DATA SOURCES IN CABLE OPERATIONS FOR

- **REVENUE ENHANCEMENT**
- **OPERATIONAL EFFICIENCIES**
- **IMPROVED CUSTOMER SERVICE**
- **ENHANCED MARKETING AND SALES**

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The need to link information from a variety of sources was never more important than it is today. Data kept in proprietary systems that do not communicate together cause disconnects to occur between various segments of the business management structure, operational teams as well as diluting the marketing efforts of an organization.

Enterprise access to this information can be enabled by unlocking the proprietary file based Network systems and integrating these with the customer billing systems, marketing systems, provisioning systems, fault detection systems, etc. with secure access, regardless of distribution means (LAN/WAN/WEB/WIRELESS). This will enable organizations to link customer information, plant infrastructure details and marketing databases for targeted marketing upgrade campaigns as well provide faster resolution to customer service issues.

Experts maintain that getting OSS right is now mission critical for cable operators as they expand their networks to include HDTV, PVR, HSD, Telephony and cost savings and new revenues are ruling the day.

Quick access to data and the accurate use of it can significantly reduce revenue leakage, including customer churn, and is particularly effective in shortening deployment windows, billing cycles and managing a plant's assets.

Yet it's the access to accurate and timely data and its use in cost-efficiently integrating network functions that is sparking a new era of asset management and operational efficiencies, with new revenues, cost-savings and speed to market the bottom lines for cable operators and the broadband industry.

SPATIAL*info*'s suite of software products and services allows cable operators to access network data for engineering and OSS functions, including sales, customer service, marketing, operations and finance, and integrate them into a network engineering database.

The result will enable marketing and sales departments to quickly assess their targeted marketing efforts with minimal costs. For example, locations of large commercial businesses located near spare fiber capacity are readily identifiable, while serviceable locations not currently listed in billing or CRM systems can be pinpointed.

In addition, layers of information such as third party addressing databases or demographic information can be overlaid on network maps, giving marketers an efficient means of accurately correlating potential areas of high demand with the speed to market efficiency critical in today's fiercely competitive marketplace.

A telling example is when cable markets have aggressive upgrade schedules and have budgeted to complete several thousand miles of network in each fiscal year.

- If there is an average of eight miles of HFC plant per node, (which equates to 125 nodes per 1,000 miles) and each of these nodes reached its initial penetration just four weeks earlier in the year they were constructed, the additional revenue would be \$1,012,500 (see chart).

	Homes Passed Per Node	Initial Penetration Percentage	Initial Customers	Average Monthly Revenue per Customer	Additional Revenue for Earlier Ability to Offer Service			
					2 Weeks	4 Weeks	6 Weeks	8 Weeks
HSD	1200	10%	120	\$50	\$3,000	\$6,000	\$9,000	\$12,000
Telephony	1200	5%	60	\$35	\$1,050	\$2,100	\$3,150	\$4,200
TOTAL per Node					\$4,050	\$8,100	\$12,150	\$16,200
TOTAL per 1,000 miles of plant (assume 125 Nodes)					\$506,250	\$1,012,500	\$1,518,750	\$2,025,000

SPATIALinfo's mission is to help the cable industry capture this lost revenue by eliminating the delay and getting upgraded plant to the marketing group earlier, therefore quickening the speed-to-market pace.

With billions of dollars invested in today's networks, they have become the most valuable assets of a cable operation, with many metro market networks valued in the hundreds of millions of dollars.

The next most valuable asset to Cable Market is the customer. With ever increasing competition for these customers, it is essential that excellent quality of service be provided. However with the pressure on the operating margins it is also essential that this be achieved in a cost effective manner.

SPATIALinfo's automatic queries establish the most likely network component to fail. Map views are then generated to direct a repair technician to the location. The application can be configured to react to these network failures by generating an alarm condition and notifying the technician.

The result is a significant cost saving, since the repair technician is directed to the network cause of service calls and trouble tickets. With trucks rolls costing up to \$150, its no wonder more cable operators are searching for efficient ways to maximize the time and productivity of their field technicians and back office personnel.

With revenue stakes rising, managing today's expensive, sophisticated networks is the new mantra of the cable industry. Cable operators are determined to wring every dollar of efficiency from their networks, and the smart use and distribution of network data is absolutely essential to an efficient network operation.

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