

MetaPoint helps cable operator enhance video quality

THE CUSTOMER

A cable operator with a customer base of 5 million subscribers and growing is focused on delivering excellent customer experience to avoid churn and to accelerate market share gains. A key element of the operations strategy is to proactively discover and address network and video quality issues before subscribers are impacted.

THE CHALLENGE

Set-top boxes (STBs) in the network generate large amounts of performance data that is sent to a centralized repository for analysis by operations teams. Although the information could be used to flag issues as they are emerging, the delay inherent in the collection scheme and the vast quantities of data prevents timely identification of root causes and resolution of problems by Customer Care.

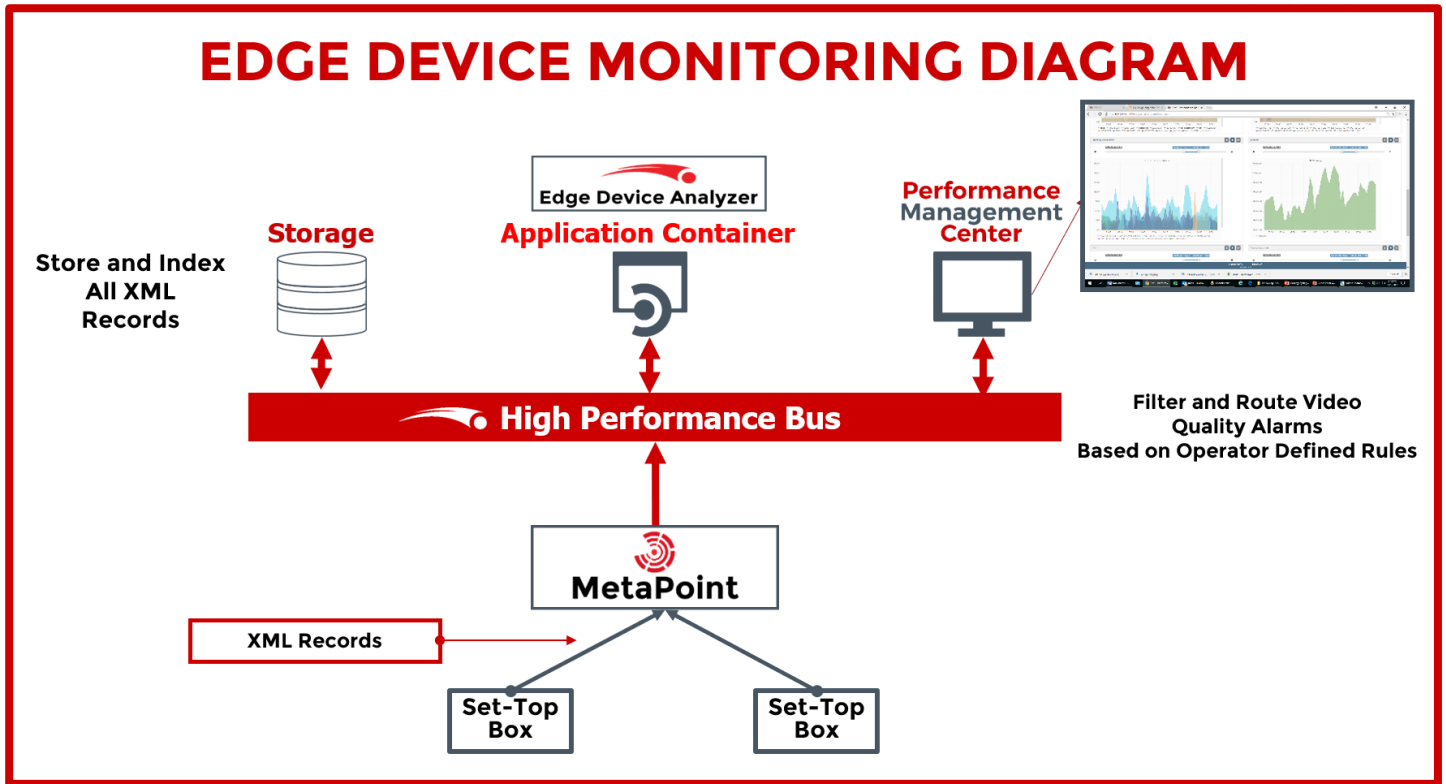
THE ANSWER

Cirries MetaPoint is deployed in a distributed topology across the operator's network, with aggregation locations delivering collected information to a centralized location. Each MetaPoint collects in real-time streaming performance data from each set-top box. Based on rules defined by the operator Cirries MetaPoint delivers real-time notification of anomalies and emerging problems to the operations center.

Cirries MetaPoint stores and indexes all records to enable refinement of rule definition and updates the central site for further historical and demographic analysis.

HIGHLIGHTS

- Real-time streaming data from set top boxes
- Forensic discovery of video quality issues
- Big Data storage solution for long term trending and analysis
- Data capture and analysis results in improved customer satisfaction and reduces churn
- Real-time rule-based monitoring and alarm generation
- Operator programmable rule engine



OPERATOR BENEFITS

- Detection and resolution of critical network and video quality issues in real-time enables operator to take immediate corrective action
- Improved customer experience, helping to reduce churn
- Rule-based indexing and storage of select or all records for further subscriber analysis, such as channel viewing preferences
- Distributed collection and storage optimizes bandwidth use while also enabling centralized query across all data centers

ABOUT CIRRIES

Cirries Technologies software empowers network operators and companies in the network visibility, fault isolation, performance and network security industries. Cirries' products can digest data from multiple sources and reduce it to the right format for real-time notification, storage or application use to reveal real-time performance and security of any network. Cirries' software is highly scalable and easily deployed on COTS hardware, virtual machines or in the cloud.