Benefits

- Improve user experience by stabilizing your network and reducing outages.

- Reduce operating expenses (OpEx) by optimizing your system and processes to minimize trouble calls and truck rolls.

- Increase service velocity with a strategic partnership to support new services rollout.

- Enhance productivity by knowledge transfer and collaboration.

"Cisco has been a key partner of Cox for years. We use Cisco's capabilities in our video infrastructure from core to customer premises. Cisco is not only about hardware but also software, user interface design, as well as system integration. We are pleased to work with Cisco in bringing together world-class technology and innovation to Cox customers."

Len Barlik
EVP Chief Product Officer,
Cox Communications

Cisco Service Provider Video Optimization Service

Achieve Operational Excellence and Video Network Stability

Video service providers need to respond quickly in an environment of constantly changing business conditions to achieve business growth in the video services market. They must continually evolve their end-to-end video infrastructure to scale and deploy new and diverse service enhancements, minimize service downtime, and reduce operational costs. Video service providers will have to aggressively promote innovation, reduce cost, and increase business agility in order to stay competitive.

The Cisco® Service Provider Video Optimization Service helps you analyze your video network and applications and gain critical understanding of the success criteria and business challenges specific to your video offerings. The Cisco Services team generates the project plans and benchmarks activities, identifies areas of focus, and establishes key success factors. The Cisco team collaborates with you to establish an agreed-upon communication plan, next steps, and priorities.

The Cisco Service Provider Video Optimization Service includes:

- Operations assessment and best practices: Identify the operational support activities and process required to manage your video network.
- Network health checks and configuration analysis: Validate with standard configuration and develop audits and recommendations for an end-to-end video network.
- Design collaboration and scheduled change support: Provide guidance for tuning your network in accordance with your design goals and support maintenance window.
- Software strategy: Analyze software compliance and consistency of your video solution.
- Knowledge transfer: Deliver informal training and mentoring sessions on site or remotely.

Case Study

Challenge

Top-tier cable provider wanted to:

- Reduce rate of truck rolls and trouble calls
- Stabilize its network
- Improve customer satisfaction

Solution

Cisco Service Provider Video Optimization Service

- Identified more than 70 improvement opportunities
- Created cross-functional, multisystem approach to isolate reasons for calls and identify root causes
- Implemented troubleshooting tool
- Assigned ownership and dated all activities
- Developed 90-day plan to improve key metrics

Results
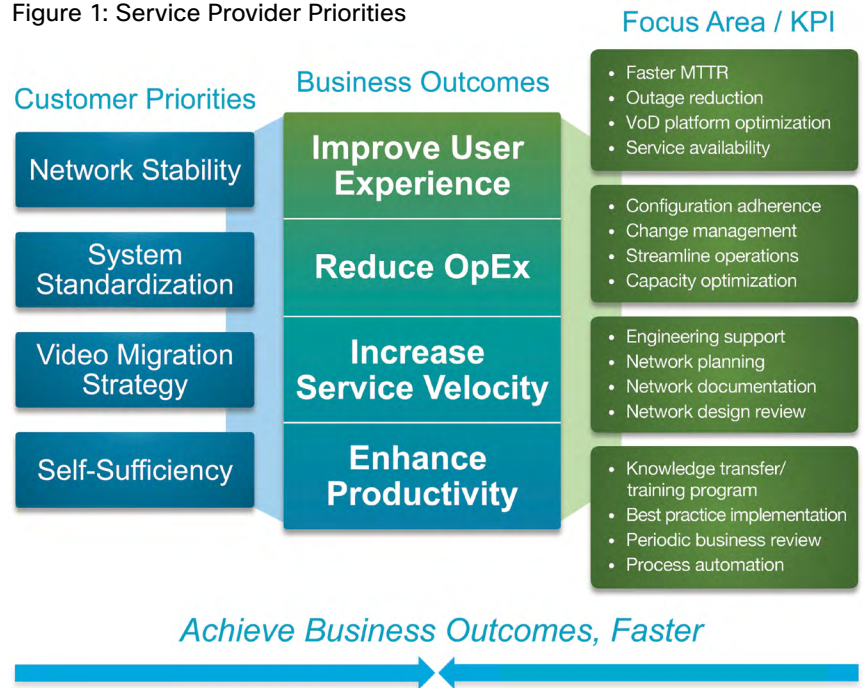
Increased operational efficiency:

- Forty-percent reduction in truck rolls
- Savings of $12.5M
- Process gaps across multiple functional areas closed

Enhance User Experience and Reduce Turnover by Optimizing Your Video Network

The Cisco Service Provider Video Optimization Service is designed to achieve business outcomes based on your priorities.

Figure 1: Service Provider Priorities

Cisco offers in-depth knowledge and experience in end-to-end video systems including video data center, distribution, management, core transport, and access network in and outside the plant. The Cisco Service Provider Video Optimization Service covers linear, broadcast video, VoD, and IP video solutions.

Our goal is to help you:

- Improve network stability, reliability, performance, and availability to enhance user experience.
- Establish standard software and hardware baselines to reduce trouble-call rates and truck rolls and reduce OpEx.
- Increase service velocity with Cisco as a strategic partner.
- Enhance productivity by transfer knowledge.

The Cisco Services team has the experience to analyze complex video networks, deliver consistent network behaviors, and help ensure video services operate predictably and cost-effectively.

Next Steps

For more information, refer to the Service Provider Video Optimization Service Description or contact your local Cisco Services account representative.