Why cable operators have got to move from A to B.

In smart times, you need smart operations, and cable operators are now up against numerous innovative, nimble competitors. So, how can you satisfy and keep hold of your customers? It's all about getting from A to B.

7 Journeys to secure your future

- **The Services Journey**
  - Basic broadband
    - Customers expect operators to deliver gigabit speeds these days. Your competitors are aggressively deploying FTTx and rolling out 5G in high-value markets. You need to respond.
  - Ultra-broadband
    - You can use node splits, DAA and/or FTTx to increase both downstream and upstream throughput in your access network. In addition, you need scalable, high-performance, multi-access aggregation, routing and transport to deliver and manage services at scale.

- **The Wi-Fi Journey**
  - Basic Wi-Fi
    - Wi-Fi has to be rock-solid these days. With so many critical services relying on it, failure is not an option. But that's not enough…
  - Managed whole home Wi-Fi
    - Rock-solid Wi-Fi needs to be supplemented by automated, AI and machine learning solutions that can take hands-free corrective action and provide call center agents with powerful insights.

- **The Distribution Journey**
  - Centralized cable access networks
    - With subscribers consuming ever-increasing amounts of bandwidth, hubs and access networks are getting congested.
  - Fiber-deep and distributed access
    - Now is the time to push nodes deeper into the network and shift to a vCMTS-based Distributed Access Architecture (DAA). Doing so eliminates the need for inefficient analog optics and most cable-specific headend/hub equipment, significantly reducing space and power requirements and providing dramatic performance improvements.

- **The Care Journey**
  - Reactive care
    - Subscribers expect easy, flawless experiences. Being there after things go wrong isn't good enough - and it's not cost-effective. You need to prevent problems from happening in the first place.
  - Proactive care
    - With Customer Experience Management, analytics and artificial intelligence, you can deliver proactive customer experience management that reduces support costs and customer churn.

- **The Roll-out Journey**
  - Slow roll-out
    - You can't afford to take months or years to launch new products and services when your competitors only need weeks, or even days, to get to market.
  - Rapid roll-out
    - With virtualization and cloud technologies including SDN and NFV, you can introduce new services to both business and residential customers in a matter of days – and with far less effort and error.

Welcome to B

Cable operators are undoubtedly under pressure, but there's nothing to stop you getting from A to B. With our help, you can enhance your network performance, improve your operational efficiency and bring new services to market faster. And the best part? All the innovations are perfectly compatible with the core legacy systems that underpin your business.

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