For cable customers, performance is all about the service experience. Beyond the speed of human thought, high-performance networks that Operators need to build smart, and intelligent networks that are scalable, optimized, and adaptive.

New services landscape: Cloud/DC/Headend, 5G, wireless cellular, IoT, SD-WAN, Analytics, vCDN, vWIs, vCCAP, vDAA, vOLT, vCPE, vRGW. Service reliability will need to improve from 100ms to 10ms. Percentage of internet subscriptions offering speed > 100Mbps will grow from 2015 to 2023.

Cable operators must leverage their existing infrastructure, which means a 6X reduction in rack space and a 3X reduction in power compared to a traditional integrated CCAP deployment.

SD-WAN is a software-defined networking technology that connects the cloud, branch offices, and data centers. It allows businesses to create a virtual network, enabling them to manage, monitor, and connect multiple locations.

Nokia has the products and solutions to help cable operators own the experience they deliver to their customers – and be ready for anything. We help cable operators design and build efficient and future-proof converged networks that allow them to deliver new levels of performance, and create thrilling customer experiences.

Cable operators need to ensure that their network and services are scalable, secure, and adaptive. Performance is all about optimizing, enabling, and delivering gigabit capability, and it's got to get better over time. For cable customers, performance is all about the service experience.