



ADB to unveil innovative initiatives that enable improved customer experience at Broadband World Forum

*Announces the integration of **Epicentro®** broadband software suite with **Hewlett Packard Enterprise's** SDN and virtualisation technologies*

*Launches new **troubleshooting and proactive maintenance software** suite to help operators deliver better services*

*Live demonstrations on **Stand A75** at **Broadband World Forum 2016** in London*

Geneva, Switzerland, 18 October 2016 – ADB, a leading provider of solutions and services for media and broadband convergence, has today announced the launch at this year's **Broadband World Forum (BBWF)** in London of a number of innovative new technology initiatives that enable service providers to improve customer experience and reduce costs.

With more than 100 million connected devices deployed worldwide, including 30 million broadband gateways, ADB will showcase new broadband technologies built on over 20 years of experience at this year's BBWF, which takes place on 18-20th October. Visitors to the **ADB Stand (A75)** will be shown the company's broad portfolio of integrated broadband solutions, including an innovative new troubleshooting system and advanced software tools that offer service providers greater flexibility.

Epicentro®: Now with integrated support for HPE SDN and NFV

At the show, ADB will publicly debut the new, enhanced **Epicentro®** range of broadband access solutions, now integrated with the **HPE Network Function Virtualization (NFV) and Software Defined Networking (SDN)** technologies. These enable service providers to reduce both capital expenditures and operating costs associated with the delivery of broadband business services, with a dramatic reduction of the time to market for deploying and activating new services. ADB has also joined [HPE's OpenNFV Partner Program](#).

ADB's integration of multiple NFV and SDN standards provides operators with an effective method of deploying a complete and fully integrated end-to-end solution for multi-site enterprises. By using an overlay network approach, operators can deliver the most cost-effective customer premise equipment (CPE) for branch offices, along with the capability to effectively manage the entire network using a single architecture and advanced software toolset. Through this support, operators can begin the migration of selected capabilities to the Cloud – resulting in improved flexibility and lower costs, while futureproofing the next generation of broadband services.

Enhanced software tools aid better management

ADB is also launching its next-generation **Troubleshooting Suite (TSS)**, which enables service providers to more effectively diagnose and resolve issues impacting their services – towards a better customer experience. The TSS is designed to support a series of new technologies that enable providers to proactively identify service degradation before customers start to notice it. With service outages and poor customer care consistently rated as key factors behind subscriber churn and high operating costs, operators are constantly looking for new ways of maintaining connectivity. Timely and cost-effective troubleshooting is critical to achieving improvements in this area.

Offering a greater breadth of services across a wider set of end-user devices, the new TSS product combines ADB's vast experience with CPE design and end-to-end managed broadband solutions. It enables operators to execute a complete diagnostic workflow that identifies root causes of service issues thus providing much faster and effective resolutions.

Key features of the TSS include:

- Use of Big Data analytics for trending and proactive alerts
- Statistical data management and dedicated reporting
- High frequency and optimized test execution for root cause analysis
- Real-time alarm generation with corrective actions triggers
- Comprehensive diagnostic capabilities to detect home network issues and configuration mismatch
- Analysis and reporting of WAN connection including stability, latency and jitter
- Service assurance, including Wi-Fi connectivity and VoIP/ Video quality

Long term strategy and commitment

Corrado Rocca, Executive Vice President Product Management and Development at ADB, comments: "To survive in this highly competitive market, operators must constantly look at ways of delivering operational cost savings while still meeting service delivery requirements for highly demanding subscribers – however, this is not enough to ultimately grow. It is vital that operators start to look towards innovative new technologies and exciting business opportunities that can enhance the value they offer to serve their customers better.

ADB has a long term commitment to this market that spans 20 years and our strategy is to ensure that our core operating platforms like Epicentro® are continually updated to match the travel direction of the industry. Our support for SDN and NFV technologies is one of a number of ongoing commitments that provide tangible benefits for our customers as well as protect their investment in our products towards the next generation of services."

Demonstrations at the show will highlight the new capabilities of ADB's Epicentro® Gateway Broadband Solutions, which are designed to enable reliable ultra-fast internet access for homes and small businesses. For both residential and business segments, the ADB portfolio includes powerful Integrated Access Devices (IAD) for multi-play services, offering an industry leading combination of cost and performance.

To book an appointment at the show, please contact sales@adbglobal.com.

About ADB

ADB is Connecting Lives and Connecting Worlds with innovative solutions for personal and business TV and Internet of Things (IOT). We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customers to build successful businesses and deliver the connected experiences consumers crave. We know what success looks like because we are empowering some of the world's leading content distributors, pay TV and broadband operators including A1, Telekom Austria, Border States Electronic, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom, Italia, Telefonica, Telenet, Time Warner and Vodafone.

ADB has a passionate and dedicated team of over 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

For more information, visit www.adbglobal.com