

connecting lives
connecting worlds

Broadband Solutions

ADB's solution suite
for the connected
home and small office





Broadband Solutions - Solution Briefing

Broadband Solutions offers a suite of products that enables service providers to deliver reliable, predictable and ultra-fast internet access into homes and small businesses. Broadband Solutions includes high quality gateway hardware, a comprehensive gateway software stack, together with a portfolio of device management tools that allow service providers to deliver a comprehensive range of broadband services for all types of subscriber.

Broadband is at the core of Service Providers' service delivery

Reliable, always-on and high-speed Internet connectivity, including wireless coverage across every device, is now a core requirement for every home and business.

Each year, the number of devices within homes and small businesses that require connectivity to a broadband gateway is increasing dramatically – due in part to new drivers such as high definition TV and other Over-the-Top (OTT) services. This is forcing Service Providers to update their networks with ever more powerful WAN and Wireless LAN connectivity technologies to meet demanding customer expectations.

The sheer variety of devices and their ubiquitous presence inside of all types of households also necessitates simple-to-set-up and easy-to-configure WiFi, capable of extended coverage and

consistent throughput. To meet these demands, operators require advanced management solutions able to handle all aspects of the gateway's behaviour and a galaxy of connected devices that are vital in managing the operational complexities and costs related to customers' device configuration and troubleshooting.

To provide the high levels of service needed to minimize subscriber issues and reduce helpdesk calls, providers require new levels of service reliability and automatic diagnostic capabilities flexible enough to fit any customer environment.

Broadband solutions that deliver high-speed internet access are at the core of service providers' overall ability to generate long-term customer satisfaction, while minimizing operational costs through a powerful and affordable set of support tools.

Overcoming the challenges of broadband services

In this Broadband landscape, ADB has proven and diversified field experience, demonstrated by its delivery to service providers tens of millions of high quality broadband gateways, packed with a feature-rich, tried-and-tested software stack. ADB has been deploying devices in the field since 1995, and has shipped gateways with Epicentro® Software since 2012.

In addition to gateways, ADB has been a leader in the delivery of device management solutions, with over 2 million devices installed and managed by service providers around the world through ADB solutions.

Future proofing broadband services

ADB's strong heritage as an enabler and manager of IP connectivity, including millions of installed gateways, routers, WiFi access points and video devices, means we are perfectly positioned to successfully implement next generation high-speed connectivity requirements and network architectures such as:

- **Advanced WAN wireline connectivity technologies** – to increase the speed and reach of fast internet access into the homes and/or businesses, such as the use of VDSL 35b profile, G.Fast or SFP-based fiber optics link
- **WAN hybrid access** – to bundle fixed and mobile access, for load balancing and other service availability improvements

- **Network Function Virtualization (NFV) / Software Defined Network (SDN)** – to enable the migration of selected services to the cloud
- **State-of-the-art WiFi** – to provide high speed and long reach internet services throughout the house or small office.

The ADB Answer

ADB has a solid and dynamic roadmap addressing the evolution of networking and service support functionality – from high performance hardware and flexible software to responsive monitoring solutions that assist operators in proactively and rapidly addressing subscriber service issues.

Epicentro® Gateways

ADB's Broadband Solutions include a residential and small and medium business (SMB) gateway product range that completely addresses current market needs for broadband access, from entry level to high-end devices designed to maximize future-proofing of the Broadband solution.

ADB Epicentro® gateways cover a wide variety of residential and SMB application environments. For both market segments, the ADB portfolio includes powerful high-end xDSL and FTTx Integrated Access Devices (IAD) for multi-play services, as well as xDSL routers supporting Internet access, offering an industry leading combination of cost versus performance.

Epicentro® Software

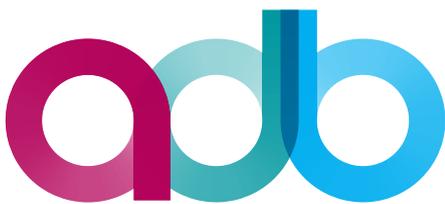
ADB's Broadband Solutions

software, used in both gateways and monitoring backend systems, includes state-of-the-art features, high flexibility and adaptability through a profile-based modular approach. ADB has proven capability and success in product adaptation and integration with a wide array of customer networks and service models.

Epicentro® Management

ADB's Broadband Solutions device management, remote control and troubleshooting product range is based on leading technology standards, meeting operators' business requirements and providing advanced big data analytics capabilities.

- **The Epicentro® PMP** (Professional Management Platform) is a cloud-based carrier-class Access Control System (ACS) platform for remote management of Customer Premise Equipment (CPE) based on TR-069, supporting automatic service provisioning, control, assurance, secure massive firmware upgrades, device inventory management and performance monitoring.
- **The Epicentro® TSS** (Trouble Shooting Suite) leverages big-data technologies to collect performance data and usage statistics from CPE and devices on any network. The suite uses results of either single tests or scheduled test campaigns for problem resolution and proactive diagnostics, to facilitate troubleshooting from help-desk or off-line KPI analysis.



ADB has a 20 year heritage, successfully delivering over 100 million devices to service provider customers across the world. We deliver connected solutions that marry the technical challenges of TV, interactive media, IP connectivity and consumer experience to meet the industry specific requirements of our customers within hospitality, healthcare, education, stadia, retail and a whole host of business sectors. ADB is embracing the future of the connected world. Alongside our proven vuTyme, our innovative Internet-of-Things platform provide a stepping stone to help our customers take advantage of the next wave of opportunities that connect smart appliances with internet technologies and enable exciting new services and improved operational efficiencies.