

A woman with long brown hair, wearing a grey sweater, is shown in profile, smiling and listening to music on a mobile phone. She is wearing earbuds. The scene is set indoors, with a window in the background. A large blue circle is overlaid on the image, framing the woman and the word 'Freedom'.

Freedom

Convenience & intelligence in
the network provides freedom
to your customers

devolo

Content of this eBook

1. Introduction: Home networking and 'freedom'
2. Entering the 'black box' → your customers' home network
3. Summary: Satisfied customers



1. INTRODUCTION: HOME NETWORKING AND 'FREEDOM'

FOR CUSTOMERS, A PERFECT HOME IN THE SENSE OF INTERNET ACCESS PROVIDES

- unlimited and uninterrupted availability of WiFi,
- everywhere at home,
- no matter how many family members are streaming and gaming –
- even when they are moving around.

IN ONE WORD: FREEDOM

To meet the expectations of customers, carriers need a solution that addresses their demands. Ideally, this solution offers two things: First, the freedom to move around freely in your home while seamlessly roaming using the services delivered by high-speed access. Secondly, a straightforward way to let the customer manage his home network in the easiest and most convenient way possible.

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THE HOME NETWORK – A BOTTLE NECK

Customers may not always be aware of it, but their home network often is a bottle neck. The reasons for that are obvious.

Usually, customers want strong high-speed Internet access. But what's the use, if customers cannot experience the power of that high-speed connection whilst streaming UHD content, moving around the house with their tablet or gaming? That's what happens when users connect more and more devices to their home network, subscribe to new OTT services and roam around – while at the same time they haven't installed a home network that can provide high-speed connections throughout the entire home to keep up with these bandwidth-consuming trends.

What's worse: Customers get frustrated with weak performance and increasing complexity to manage their home network. And they blame their carrier for it, affecting its Net Promoter Score and churn rate. Instead of just focusing on promoting high-speed access, carriers must actively offer stronger high-performance home networking solutions as well.



2. ENTERING THE 'BLACK BOX' – YOUR CUSTOMERS' HOME

Looking at global trends answers the question why carriers should focus on home networking solutions to satisfy the hunger for bandwidth and to free their customers: Comparing the penetration rate of broadband connections per citizen in the EU from mid-2007 to mid-2017, the number has grown by more than 86 percent¹. You don't have to be visionary to predict that the annual growth rates will continue to stay at a very high level. So, the issue of higher speeds need to be made available across the home remains. Therefore, it is time to shift the spotlight away from purely focusing on providing high-speed Internet access to customers.

THINKING INSIDE THE BOX

Let's have a closer look at home networks utilizing modern access-based services. While recent trends towards inhome Self-Organizing Network solutions mainly address the network aspect of customer demands like availability and stability (handled on the network layer 3), the aspect of comfort features like time schedules, guest accounts, etc. are still out of scope.

Therefore, devolo developed its 'Config Sync' feature set to address user experience in its entirety. The addition of the self-configuration approaches of SON in combination with Config Sync is the optimal base to support your customers freedom by providing an unlimited WiFi experience. The combined approach changes the customer perception from a network consisting of individual devices to a single entity, thus optimizing his network experience.

¹ Source: Cisco Whitepaper „The Zettabyte Era“: <http://bit.ly/2h3jXbJ>

THE BENEFITS OF SELF-ORGANIZING NETWORKS

Based on 4 pillars, Self-Organizing Network solutions offer a simplified way to install and operate an invisible, efficient home network management. Depending on the vendor, the naming for Self-Organizing Network approaches differs. The abbreviation 'SON' is widely used, but it does not define the exact implementation.

The complexity to set up a modern inhome networking infrastructure with several different devices stresses the acceptance of end customers. Parallel to this challenge, optimizing these networks for multiple services and clients is another major hurdle. Finally, realizing availability and stability proves to be challenging for the infrastructure.

SON ADDRESSES THESE TOPICS VIA TWO MAIN APPROACHES:

- Client supporting features (described in eBook III)
- Management of the nodes

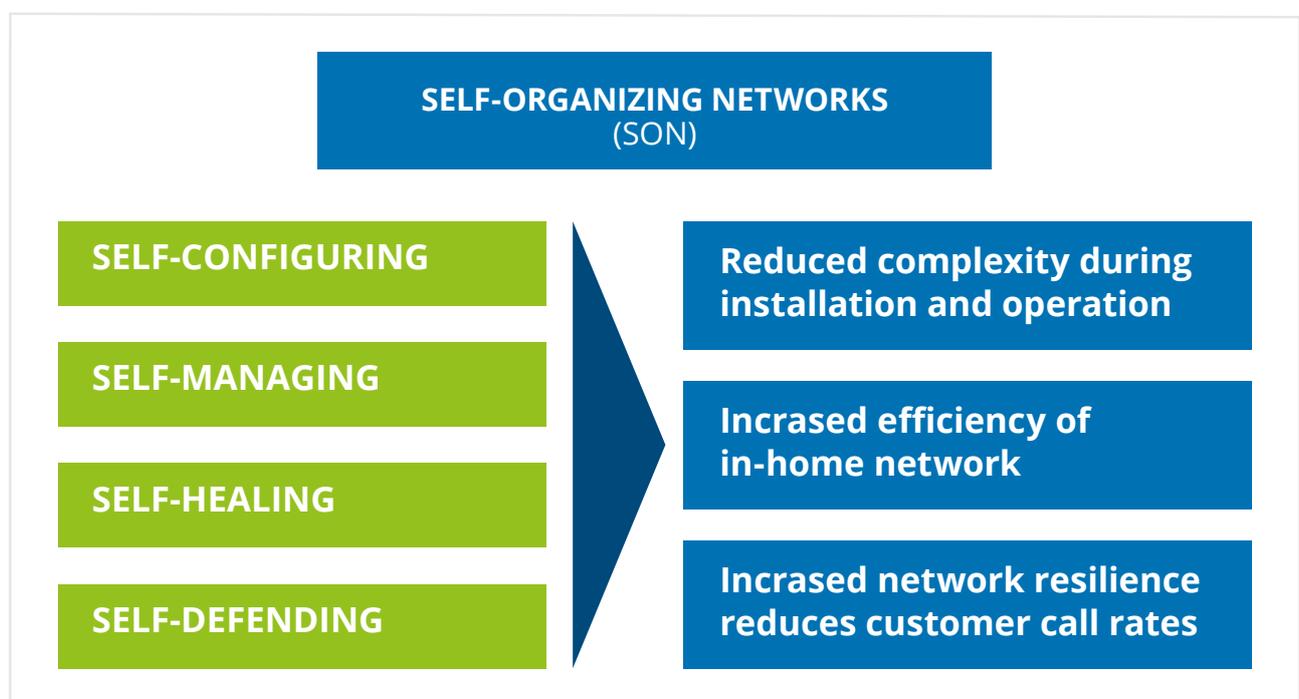


Fig. 1: Benefits of Self-Organizing Networks

CONFIG SYNC: A STEP BEYOND SON

The devolo Config Sync feature addresses the before mentioned user experience in its entirety, including the aspect of comfort features like time schedules, guest accounts, etc. – handled on the application layer 7.

Based on standard protocols, the solution provides automated handling of any existing or future comfort features across the home network. This is a simple but effective approach to modifications of and within the home network (on both hardware and software side) – and by this has a huge up-sell potential.

AUTOMATIC CONFIGURATION DISTRIBUTION

Q3/18

Handling of end-user "comfort features"

Custom implementations on top of SON

Flexible: all products and networks

Standard based – utilizing 1905.1

Forward & backward compatible

Persistent storage

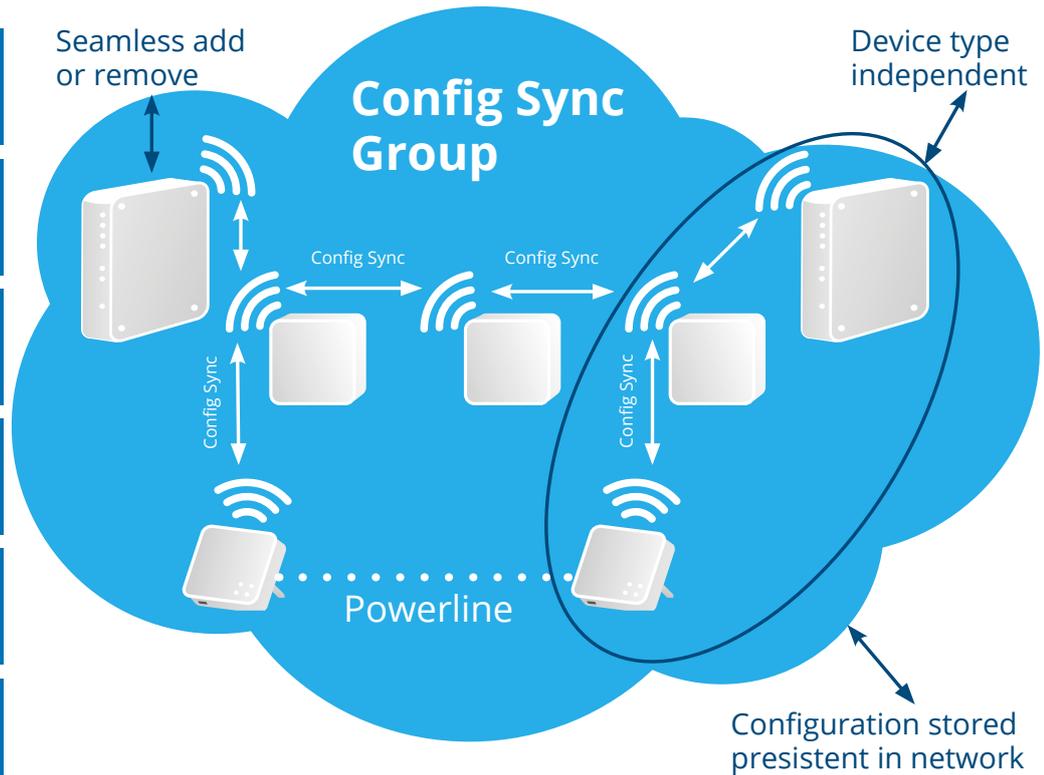


Fig. 2: Benefits of ConfigSync



3. SUMMARY: SATISFIED CUSTOMERS

We've started off with what your customers want: Freedom in the sense of high-speed Internet access.

For your customers, this means access to your services within the whole home, unlimited and uninterrupted availability of WiFi, no matter what kind of resource- and bandwidth-intensive tasks other clients are performing within in the home network.

devolo solutions especially designed for the need of carriers address and even surpass these needs.

Make your services whole-home ready. We will keep you covered, so you can focus on what matters most: Your customers.

CONTACT US

We would be happy to discuss our solutions with you in person.
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