

Video Killed the Radio Star. Don't Let it Kill Your Broadband Network.

ZCorum's Bandwidth Commander gives you the ability to accurately track subscriber usage and apply net neutral bandwidth management policies that will reduce costs while providing opportunities for increased revenue.

Do you secretly wish that your customers would use less of your service? That's not an enviable position for any business, but that's the way some broadband providers feel about their bandwidth. The last few years have seen an explosive increase in bandwidth use by the average subscriber with no corresponding increase in revenue. The resulting squeeze on profit margins makes it difficult to fund the capital expenditures required to keep up with demand. Fortunately, there is a solution that can break this cycle. Bandwidth Commander from ZCorum provides the comprehensive reporting, automated customer notifications and dynamic bandwidth management needed to put you back in control of your broadband business.

One Size Doesn't Fit All

Service providers tend to price broadband packages by speed, but that's not the most important dimension. Many consumers gravitate to the lowest-priced package with a speed that meets their needs. But, customers on lower-priced tiers can also be some of the highest bandwidth users, and like most others, they use those resources during peak hours. Implementing monthly data caps is one way to go, but that doesn't help much in the early part of the month when your network becomes overloaded every day.

Less Spending, More Revenue

You can continue to add bandwidth, but with no way to control the use of that resource you have a losing proposition. You need a way to intelligently monitor usage, dynamically enforce bandwidth policies on the fly, and then automatically communicate with subscribers when that occurs. Bandwidth Commander allows you to implement usage policies and pricing based on the amount of bandwidth used, as well as when it is used—hour by hour, each and every day. By moderating bandwidth use during peak hours you can delay capital expenditures, increase revenue as heavy users migrate to higher-paying service tiers, and improve your overall subscriber experience.

Bandwidth Commander is a hosted solution, and requires no additional equipment in your network. It leverages your existing DOCSIS compatible CMTS for efficient, accurate data collection and dynamic policy enforcement.



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Bandwidth use is...



**By 2017, traffic will increase by this much:
(just in North America)**



Source: The Cisco® Visual Networking Index (VNI) Forecast (2012-2017)

better broadband