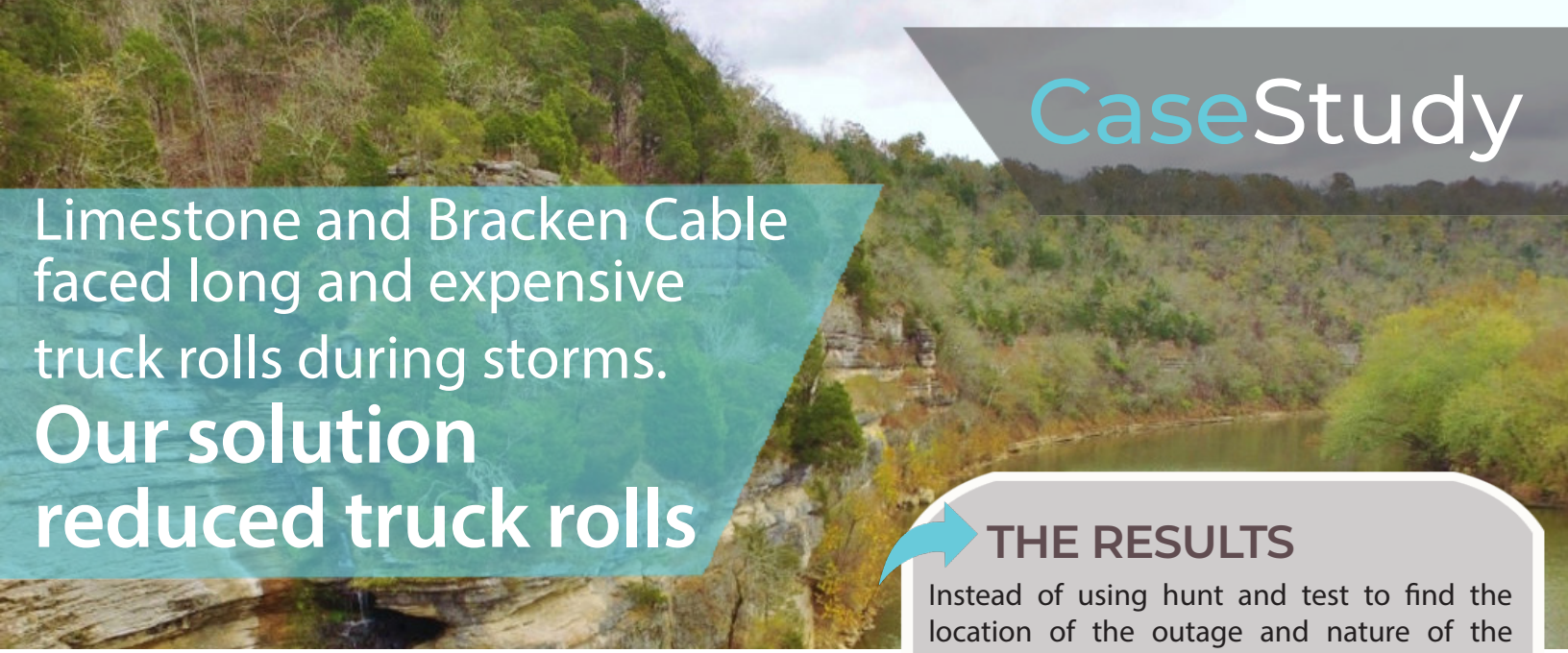

Case Study

Limestone and Bracken Cable faced long and expensive truck rolls during storms.

Our solution reduced truck rolls

Using TruVizion they could isolate the area where service was affected before ever rolling a truck.

Located on the Ohio River at the mouth of Limestone Creek, Maysville, Kentucky occupies the narrow river plain along the Ohio River with steep hills rising from it, giving the city the look of an Italian hill town. Located just sixty-six miles northeast of Lexington, Maysville is historically an important location in the settling of Kentucky. In the 1700s travelers coming downriver found a natural harbor in the area of Limestone Creek and frontiersmen Simon Kenton and Daniel Boone were among the city's founders, establishing the first settlements inland from there in 1775.

Among these historical surroundings Limestone and Bracken Cablevision serves Cable TV and high speed internet to the residents and businesses in the Ohio Valley and Maysville areas, and has been a local favorite since 1959.

THE CHALLENGE

Maysville lies on the border of what the weathermen call the Humid Subtropical zone (humid summers/mild winters) and the Summer Continental zone (warm to hot summers/sometimes severely cold winters). Winter rainfall is associated with large storms blowing in from the east and most summer rainfall occurs during thunderstorms that move in from adjacent warm oceans. This climate mix can cause large temperature differences, creating an environment for some rough weather.

THE RESULTS

Instead of using hunt and test to find the location of the outage and nature of the problem, TruVizion helped Limestone save time and money by efficiently targeting the trouble with fewer resources. With the deployment of the diagnostics software they could immediately see which port was affected and then map the area where the outage was before sending a service truck. Limestone and Bracken's Vice President, Jeff Cracraft, was pleased with the results. "We could see the outage immediately right in the office, and our customers are obviously much happier."

According to Cracraft, TruVizion helped Limestone Cablevision:

1. Find the locations and types of service outages quickly
2. Make repairs and restore service faster
3. Keep their customers online and happy

These severe weather patterns had been the cause of outages of Limestone and Bracken's service on more than one occasion, frustrating customers and overwhelming the maintenance and support staff. Generally when severe weather rolls in and affects service, the staff at Limestone would dispatch multiple trucks along the line to locate the source or sources of the outage until the problem was located. And troubleshooting in the field to restore everyone's service was accomplished on a case-by-case basis.

> *"We had a storm outage the other day and we were able to pinpoint where an amp was down before our crew ever left the building. TruVizion is a great money and time saver."*
>
> Jeff Cracraft
> Vice President of Limestone and Bracken Cablevision

TruVizion
ADVANCED BROADBAND DIAGNOSTICS

Severe weather patterns had been the cause of outages of Limestone and Bracken's service on more than one occasion, frustrating customers and overwhelming the maintenance and support staff.

The truck rolls were costly and time-consuming, with long hours trying to find the source of an outage. Limestone and Bracken needed a better way to locate outages and dispatch trucks more efficiently. Jeff Cracraft, and his Limestone team, as long-time affiliates of ZCorum, had been hearing about a new diagnostics tool ZCorum was developing that would dramatically improve the way troubleshooting was managed. Limestone turned to ZCorum hoping they could ease some of their weather worries.

ZCorum's diagnostics tool, TruVizion, was being developed to give its customers a view into their network they hadn't had before. The tool was built to improve network management and provide insight needed for faster troubleshooting. As soon as TruVizion was rolled out, ZCorum deployed it immediately on Limestone's network. The install was a success and Limestone could see the benefits the tool would bring to their operation. Suddenly one of those typical thunderstorms churned through Limestone's service area and sure enough, customers began calling and reporting their service was out.

By viewing an online status report in TruVizion, Jeff and his team could immediately see which port was affected. Color-coded data in the report shows any ports that have an unusual number of off-line modems. One click in the report lets them map the modems to quickly identify the likely source of the trouble and where to send a truck. Rather than driving multiple trucks around for hours checking the plant, information from TruVizion pointed the way for Limestone to send a single truck to a specific location.

When the technician arrived on the scene, he discovered an amp had been hit by lightning. The damaged amp was replaced quickly, getting the affected customers back online right away, reducing customer complaints and increasing their satisfaction with Limestone's service. All with a single truck roll.

THE BOTTOM LINE

Rough weather systems would knock out broadband service to several customers and the cable company would dispatch multiple trucks to find the outages and make repairs. Since deploying TruVizion they're able to get to the source of the outage faster, and restore service for their subscribers often with only a single truck roll.

> ***"We could see the outage immediately right in the office, and our customers are obviously much happier."***
>
> **–Jeff Cracraft**

About ZCorum

ZCorum is the leading provider of innovative diagnostics and managed broadband solutions to telecommunications companies, helping them reduce costs, increase operational efficiency and improve the subscriber experience. For more information, visit ZCorum.com.