

CASE STUDY

Spillway faced a flood of new subscribers resulting in high bandwidth use and slow internet.

Our *expertise* gave them
the speed they needed.

"We saw an immediate difference the next day, and our customers are obviously much happier."

Cliff Greene
Technical Manager,
Spillway Communications



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SPILLWAY COMMUNICATIONS

SPILLWAY UPS BANDWIDTH PERFORMANCE WITH ZCORUM

SPILLWAY'S BANDWIDTH ALLOCATION COULDN'T KEEP UP WITH THE "ALWAYS ON" GENERATION AND NEEDED A 21ST CENTURY SOLUTION. DETAILED PLANNING, CLOSE COLLABORATION AND SOME ENGINEERING WIZARDRY GAVE SPILLWAY THE MUCH NEEDED BOOST TO THEIR CUSTOMERS' BANDWIDTH NEEDS.

INTRODUCTION

Spillway Communications is a family owned Cable TV and Internet provider located in Maringouin, Louisiana. The company was founded in 1981 to address the need for better TV service in the community. As their video service became more popular and word spread locally, Spillway Cable started serving other towns nearby that wanted access to cable TV. In 2000 Spillway added Internet service to their offerings and today provides video and broadband services to four different parishes in Southeastern, Louisiana.

THE CHALLENGE

Like many Internet providers, Spillway Cable was experiencing some growing pains related to the popularity of their own service. They were signing up more and more customers every week, which is always a good problem to have. However, with the surge of additional customers, more and more data was being sent across Spillway's network. In the early days of cable modem service most users didn't do much more when connected than some basic Web surfing and email. There were a small percentage of heavy users, primarily due to peer-to-peer file sharing applications, but the average subscriber didn't make that much of an impact on available bandwidth.

Welcome in the 21st Century where the average subscriber is spending more time on-line on social sites like Pinterest, Facebook, and YouTube, and consuming a huge number of pictures and videos on those sites. Over-the-top streaming services like Hulu, Netflix, online gaming services and others have created the "always on" generation putting a greater strain on a provider's bandwidth than ever before.

At Spillway Cable, all subscribers in the area were sharing a 40 Mbps channel, which wasn't enough to satisfy the growing demand for bandwidth. Because of this, subscribers started experiencing slow Internet speeds during peak traffic times. To try and address the bandwidth shortfall Spillway added a second channel, which doubled

the bandwidth available to all subscribers to 80 Mbps. However, because the actual demand at peak times was so high, that additional bandwidth was quickly consumed. It didn't take long before customers were once again experiencing slow service for a number of hours during the day. Spillway knew that continuing to add bandwidth every time they added new subscribers was not the answer. They began to look for a more stable, permanent solution.

THE SOLUTION

Cliff Greene, Technical Manager at Spillway, contacted Buddy Bertram, ZCorum's Director of Technology, and outlined what Spillway was experiencing. Expressing his concerns that the continuous increase in bandwidth use would soon become unmanageable and begin to affect their bottom line in a negative way, he was hoping ZCorum could solve this dilemma.

Buddy and his team engineered a plan and a solution and made a trip out to Louisiana to take up the challenge. Buddy had surmised that he could split the cable plant into quarters. This split would let him use the same bandwidth channel to feed each of the four segments equally, thus providing a full 40 Mbps of bandwidth for each segment. In effect, this would double the bandwidth available to subscribers in each of the four areas, while recovering the second channel that Spillway had added earlier.

THE RESULTS

Splitting the plant had an immediate, positive impact on subscribers. You can see from the traffic graph below exactly when the change was made. Just prior to splitting the plant there were extended hours during the day when requests for bandwidth far exceeded what was available. After the change was made, plenty of bandwidth was available using one 40 Mbps channel.

✓ **Better Bandwidth Distribution**

✓ **Improved Performance**

✓ **Greater Profitability**



Cliff Greene was certainly pleased with the result. "We saw an immediate difference the next day, and our customers are obviously much happier. It's great having a partner like ZCorum and experts like Buddy to consult with. The fact that he actually came out and took care of this for us was an example of customer service you don't see much of anymore. ZCorum got us out of a real bind."

To stay ahead of the bandwidth issue, Cliff said they've decided to buy two additional cards for their CMTS from ZCorum. This way he will be able to add back the second channel, doubling a second time the bandwidth available to subscribers to a total of 80 Mbps for each segment. He also decided to increase their backbone connection to 160 Mbps to handle the additional bandwidth that will be available on their cable plant.

Spillway Communications is now able to focus on growing their customer base, knowing they have enough bandwidth to keep their new customers happy.

Cliff said his next step when more bandwidth is needed will likely be implementing ZCorum's bandwidth management tool, Bandwidth Commander, to help manage bandwidth quotas and he's thankful to know that ZCorum will be standing by to help when he's ready.

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THE BOTTOM LINE

Bandwidth congestion during prime-time hours was slowing all their subscribers down. ZCorum engineered a solution that doubled the bandwidth available to the subscribers. The solution to split the plant into quarters eased the congestion for customers, remedied the strain on Spillway's bandwidth budget and provided their subscribers with all the bandwidth they needed.

SPILLWAY COMMUNICATIONS

ADDITIONAL RESOURCES

FREE TRIAL



START YOUR FREE 30 DAY TRIAL OF PreEqualization Analyzer TODAY

COMPLETE THE FORM TO GET STARTED

CLICK HERE TO START YOUR FREE 30 DAY TRIAL OF PREEQUALIZATION ANALYZER

CASE STUDIES



Click here to learn how Fidelity was able to bring all of the elements of their network management together.



Click here to learn how Zito Media found an automated way to manage bandwidth and control traffic on their network.

WHITE PAPERS



Click here to read "DOCSIS 3.1 and the PNM Toolbox", and learn how to evolve from the "break-fix" method to a proactive approach towards plant maintenance.



Click here to learn how you can see an immediate 5 to 10 dB improvement in upstream MER (SNR)



Click here to read "DOCSIS Evolution and How 3.1 Will Change Everything", a white paper on the evolution of DOCSIS technology.



VIDEOS



Full Services Package Benefits with Alex Rivera

Bandwidth Commander with Craig Corbin

How do I integrate PNM with my current maintenance operations?



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