



Why You Need a Managed Broadband Service Provider after your Fiber Build



Introduction



Once your network is built, the work isn't complete. Success is not just a matter of connecting subscribers, but following through on the everyday routine that is vital to your investment paying off. Your subscribers expect first-class broadband services and immediate attention. Finding the right managed services provider will reduce your operational costs, increase subscriber satisfaction, provide additional revenue opportunities while making sure your internet functions smoothly and issues are solved promptly.

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Subscriber Services

Device Activation

You have to make sure that customer devices are authenticated and come online. It's the first thing that takes place when someone connects to your service, and it's complicated to set up and difficult to manage. A managed services provider will prepare and equip the network to allow it to provide new services to users and handle the ongoing maintenance of the operating system, servers and provisioning software.

Email Service

Managing email servers can be time-consuming and costly. But, you still want the ability to offer your subscribers email accounts at your domain (POP, IMAP, SMTP and Webmail). In addition, an email hosting option for your commercial customers at their domain allows you to add value for your local businesses. A managed services provider will host your residential and commercial email accounts, maintain the email application and servers, and manage spam, phishing emails, viruses and black lists.



VoIP

A fully-managed VoIP solution provides a reliable voice service with no capex costs and none of the headaches associated with managing a voice network. In addition, you don't have to worry about building and managing your own voice network or having multiple local and long-distance carriers. Managed VoIP can include services appropriate for both residential and commercial customers. A Managed Service Provider can take care of the complicated back-end infrastructure and voice services, including call routing, new phone numbers, number porting, E911 and the following:

- CPE Provisioning
- New Local and Virtual Numbers
- Local Number Porting (LNP)
- Call Routing and Session Control
- Call Detail Records (CDRs)
- Cloud-based IP-PBX
- SIP Trunks
- Directory Assistance
- e911 and CALEA Compliance



IPTV

You can offer your subscribers a linear, IPTV-based TV experience over your broadband connection quickly and easily at a much lower cost than traditional Pay TV. A turn-key, managed video solution requires very little equipment on your end, and no need for a set-top box. With IPTV you can deliver national and local broadcast channels to your subscribers' big screens, PCs, laptops, or mobile devices in their home.



End-user Technical Support

Your reputation is most on the line when your subscribers call for help and expect you to support everything related to their internet service. It's important to find a team of experts that have a customer-first mindset and the experience to keep your subscribers happy. Essential to your success is having a team in place that can quickly fix issues with the connection, home WiFi network, web browsers and email clients.

Network Management and Maintenance

Network Monitoring

To maintain a fast and reliable connection for your subscribers it's critical to keep your network devices healthy and up to date. It's also critical to keep an eye on the traffic that's passing through your network. But networks are complicated. Managing equipment and monitoring network infrastructure and traffic use can be time consuming and inefficient. Having the right tools in place can provide you with deep visibility into your network, your equipment, your traffic and which services are being used the most. With network monitoring, you'll be able to resolve problems faster and boost the efficiency of your network.



Fiber Diagnostics

Having real-time and historical analytics from your fiber access equipment and customer devices provides you with a wealth of information such as the status of your equipment, key performance metrics, advanced mapping capabilities and any alerts or warnings. This will help resolve outages more quickly, reduce the number and length of truck rolls, improve the quality of new installations, and increase your staffs' efficiency, all of which leads to lower costs and a better experience for your subscribers.

Bandwidth Usage Management

Having a way to intelligently monitor usage, dynamically enforce bandwidth policies on the fly, and then automatically communicate with subscribers when that occurs allows you to implement usage policies and pricing based on the amount of bandwidth used. When a subscriber exceeds their monthly usage, this information can be used to charge the subscriber based on their excess usage, or migrate them to a higher-cost service tier. Accurately tracking subscriber usage can reduce costs while providing opportunities for increased revenue.



DDoS Protection

A distributed denial of service (DDoS) attack can quickly impact your service for multiple hours or even days. You need a DDoS solution that protects against the full spectrum of attacks, including multivector, volumetric, network protocol and application attacks. Today's networks need to accommodate a huge number and wide variety of connected consumer devices, provide network services with high reliability and be equipped with advanced security mechanisms.



Other Considerations

IPv4 Compatibility

IPv4-only content will be available on the Internet for years to come. Even if your broadband network supports IPv6, you still need an IPv4 address for every subscriber so they can reach content on IPv4-based servers. IPv4 addresses are in short supply, and the cost per address continues to rise. Having a Carrier Grade NAT (CGNAT) solution provides a way to conserve IPv4 addresses--up to 128 subscribers for each address. This greatly reduces your costs as you grow your subscriber base.

CALEA

CALEA is a federal mandate where all broadband operators must be prepared to respond to a verified request from law enforcement for live monitoring of a subscriber's connection. Not responding can lead to significant fines (up to \$10,000 per day). Having a Trusted Third Party provider of CALEA services who will validate the warrant, manage the data collection process, and securely deliver it to the requesting law enforcement agency, will ensure that your CALEA obligations are met.



We Have the Tools and Services You Need to Get the Job Done

At ZCorum, we treat your investment as if it were our own. In addition to developing business plans, designing fiber networks and managing construction projects, we invest in your infrastructure and layout the framework to build fiber networks in the most economically efficient way to serve your community. We don't stop there. We can help manage these networks and services, and provide ongoing managed services and support for your residential and business customers. ZCorum is ready to enhance your broadband service so you can make the most out of the significant investment you are making in your community.

Want to hear about how we can help? Reach out and let us know.



4501 North Point Parkway,
Suite 125
Alpharetta, GA 30022
1-800-909-9441
info@ZCorum.com

ZCorum provides broadband Internet and communication solutions to telcos, cable companies, utilities, and municipalities, assisting in all facets of broadband implementation, integration, engineering and consulting, network monitoring and diagnostics. ZCorum also offers wholesale, privately labeled Internet services, including data and VoIP provisioning, email, Web hosting, and 24x7 support for end-users, enabling service providers to compete effectively in their local rural and suburban markets. ZCorum is headquartered in Alpharetta, GA.