

# CASE STUDY



Zito Media needed an automated way to manage bandwidth and control traffic on their network.

We gave them a  
*green light*

We partnered with the provider on setting up an automated bandwidth management system.



**ZCorum™**

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ZITO MEDIA

# BANDWIDTH MANAGEMENT

ZITO MEDIA WAS LOOKING FOR A BANDWIDTH MANAGEMENT TOOL TO AUTOMATE ENFORCEMENT OF USAGE POLICIES. THE INCREASE IN DEMAND FOR BANDWIDTH REQUIRED A FLEXIBLE SOLUTION THAT WOULD CONTROL USE WHILE IMPROVING THE OVERALL CUSTOMER EXPERIENCE.

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## THE CHALLENGE

To manage their bandwidth allocation amid aggressive growth in video services like Amazon and Netflix and gaming consoles from Sony and Microsoft, Pennsylvania-based Zito Media wanted a tool to help with setting limits and quotas. At the same time, however, the company wanted to focus on the business of running a telecommunications company, not policing the bandwidth.

The plan: look for an automated process that would keep track of bandwidth use but not require a lot of in-house resources to run it. Zito hoped this would resolve the problem of having to double and triple the bandwidth due to aggressive use. As their subscriber base grew and demand for bandwidth continued to escalate subscribers were experiencing slower speeds at times. Zito knew they needed to even out the usage to assure optimal performance for everyone.

WE HAD AT TIMES, TEMPORARILY  
SUSPENDED USERS. IF WE SAW  
AGGRESSIVE USAGE DRIVING  
CONGESTION THEN WE WOULD ADDRESS  
IT IN A ONE-OFF TYPE OF SCENARIO.

CHRIS RUDING  
VP OF OPERATIONS AT ZITO MEDIA

To remedy these problems, Zito selected ZCorum to implement a software solution they could use across all of their cable systems.

## THE SOLUTION

ZCorum implemented a robust bandwidth management solution called Bandwidth Commander that enables:

- Accurate tracking of individual subscriber usage
- Tracking and enforcing of Usage Policies any day or time
- Application of dynamic bandwidth usage limits
- Control of bandwidth costs, new revenue opportunities and increased subscriber satisfaction

To better address fluctuations in speed ZCorum helped Zito set policies for usage limits, and enable throttling and quotas to improve the subscriber's experience. This also allowed them to make better use of their internal resources.

Zito viewed Bandwidth Commander as a means of leveling the playing field with their most active users. With the 1% of their top users using 40 to 50 percent of the bandwidth, they use Bandwidth Commander to regulate and monetize that usage and to offset the cost of the growing demands for bandwidth.



# COMPREHENSIVE REPORTING & DYNAMIC MANAGEMENT

**((BANDWIDTH))  
COMMANDER**  
ADVANCED BANDWIDTH CONTROL

## THE RESULTS

Zito notified their subscribers about the new bandwidth policy and began to implement the caps. Shortly thereafter they were seeing tangible results in their subscribers' overall satisfaction. By managing the top 1% of heavy users, Zito has been able to provide a better experience for the other 99%, which means happier customers overall. Plus, Zito has been able to convert some of their heavier users into a higher-priced plan that is more appropriate for their bandwidth use, resulting in an increase in revenue.

With the quality steadily increasing over the past months, and subscriber satisfaction rising, Zito has now successfully deployed Bandwidth Commander in 90% of its systems.

**“THE BIGGEST  
ALLURE WAS BEING  
ABLE TO CONTROL THE  
MONTHLY QUOTAS.”**

CHRIS RUDING  
VP OF OPERATIONS AT ZITO MEDIA

## THE BOTTOM LINE

When Zito Media needed a process for managing their bandwidth allocation they turned to ZCorum to set up an automated process to monitor and enforce usage limits. They installed our Bandwidth Commander solution which changed the way they set their bandwidth caps and quotas. The results: Fewer in-house resources allocated to managing bandwidth, noticeable improvements in their subscribers' experience and additional revenue to help cover future bandwidth needs.



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