



One of the world's largest communications companies delivers uninterrupted data communication and television services with Sensitel's SENS

EXECUCITVE SUMMARY

Customer: A leading U. S.-based telecommunications company

BUSINESS CHALLENGE

- Keep sensitive electronic devices functional
- Customer retention

BUSINESS SOLUTION

- Sensitel SENS Monitoring System

BUSINESS RESULTS

- Eliminated device malfunctioning
- Over US\$120 million in savings
- Regained customer confidence

Company Background

It's the world's oldest telecommunications company with revenue of over \$100 billion and introduced U-verse services to consumers offering broadband Internet, IP telephone, and IPTV (U-verse TV). This program was initially offered in 21 states in the U. S and later expanded to cover the entire nation.

U-verse Device

U-verse uses the Alcatel-Lucent 7330 or 7340 Intelligent Services Access Manager (ISAM) shelf, also called a video-ready access device (VRAD), deployed either in a central office (CO) or to a neighborhood serving area interface (SAI), and 2-Wire network interface device (NID) that serves as the demarcation point between the carrier's local loop and the customer's premises wiring.

Business Challenges

Soon after the program was launched, the company started receiving complaints from its customers about the poor quality of reception or, sometimes, total lack of reception. This was especially true where the weather conditions were harsh—hot and humid. The company was unable to find the root cause of the problem.

Enter Sensitel SENS



The company engaged Sensitel to identify problems with its installed U-verse devices. Sensitel suspected weather as the culprit and installed humidity and temperature sensors on the VRADs. The outputs were analyzed by SENS and showed extreme heat and humidity. By overlaying TV transmission quality data from Cricket boxes with temperature and humidity signals, the company was able to correlate errors in picture transmission with hot spots in the NID device. The vertical position of circuit broke the connection with PCB when temperature exceeded 140° F, leading to picture freeze. Sensitel SENS detected the correlation and the quality was improved as a result of Sensitel's efforts.

Customer Benefits

- Saved over \$120 million by avoiding pullback of service rollout
- Regained customer satisfaction and retained customer install base, avoiding churn

For More Information

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