



Dynamic Broadband Network Management

Manage Excessive Bandwidth Usage

You want your customers to have the best possible broadband service, but it only takes a few heavy hitters to affect performance for everyone. Streamed video now accounts for two-thirds of downstream internet traffic – a rapidly increasing trend that is prompting providers to consider usage-based pricing and caps. ZCorum's Broadband Policy Enforcer gives you flexibility to implement and enforce a usage policy that allows you to control costs and bandwidth use.

The BPE system tracks each subscribers' bandwidth use and places them in a "walled garden" when they reach two pre-determined thresholds. As customers approach their bandwidth limit they will see a notification in their Web browser informing them that they are nearing their quota and what action would be taken if they were to exceed it. To be released from the walled garden the customer must acknowledge the notification, after which the modem is reset allowing continued web browsing. If the customer exceeds their bandwidth quota, they are again restricted to the walled garden where they will receive an additional notification regarding your bandwidth policy. At this point the system can also automatically reduce the speed of their account until the end of the month or temporarily suspend access. You determine the bandwidth thresholds, what action is taken and the customer messaging based on your broadband packages and policies.

Control Network Abuse

Broadband Policy Enforcer provides effective tools for managing network abuses such as spam, copyright violations, viruses, and security issues. You can place accounts on 'hold', and they will automatically be restricted to the walled garden, which generates the appropriate notification instructing the customer on the steps required to reactivate their account.

Deactivate Unpaid Accounts

Managing unpaid accounts is easy with BPE. When you flag an account as unpaid, access is restricted to the walled garden, where the user is presented with a web page with instructions on the steps required to reactivate their account. Once the account is removed from accounting hold, the BPE system will reset the modem, allowing the customer to return to normal activities.



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ZCorum's Broadband Policy Enforcer (BPE) allows you to remain in control of your network and communicate more effectively with your subscribers, seamlessly enforcing key service policies with automatic notifications and restricting access when needed.

A screenshot of a web browser displaying a notification page. The page has a blue background with a pattern of white curved lines. At the top center is the "Local BROADBAND" logo, which includes a stylized globe icon. Below the logo is a white box containing the following text:

Notice:
Please note that you have reached 80% of the data transfer included in your plan, and if exceeded, the speed of your connection will be reduced until the end of the month.
If you have any questions or would like to upgrade your account, please call
800-555-1212

At the bottom right of the white box is a green button with the text "Acknowledge".

Walled Garden Notification Example: Excessive Bandwidth Usage. Subscriber has reached the soft cap (first level threshold). Sample messaging and custom branding is included.



Broadband Policy Enforcer (BPE) provides the management tools you need with the customization options you prefer. ZCorum will help you plan strategies and execute the launch of BPE in your market.

Multiple Throttle Levels

BPE configurations are flexible, and support multiple throttle levels based on the customer's package. For example, customers already paying a premium for a higher-speed connection can be throttled to a lesser extent than customers paying for your standard service.

Silent Throttle

If you would prefer not to notify customers when their connection speed has been reduced, you don't have to. BPE has a "Silent Throttle" mode that bypasses the walled garden when a bandwidth limit is enforced.

Detailed Reporting

Keep track of your customers' status with ease. The BPE system provides a daily report showing which subscribers have been placed in the walled garden. The report includes the date and the key service policy that triggered the event. If a usage threshold was involved, the subscriber's bandwidth use and which 'cap' level (soft or hard) was reached is also specified in the report.

Customer Support

ZCorum provides strategic planning and launch support as you introduce BPE to your market. We can help you determine your bandwidth caps, establish service plan packages based on usage, and make recommendations on which actions to implement in your walled garden. We even provide sample messaging for the notifications your customers would receive, which you can customize, as well as pre-launch implementation strategies.



ZCorum™

For over 15 years ZCorum has been a private-label, wholesale provider of industry-leading broadband services, diagnostics, engineering assistance and end-user support. Customers consider ZCorum a true partner and rely on the tools we create to help them better manage their networks, and trust us to treat their end users with the same level of care that they would. Most of all, they know we've got their back, and that we'll be there for them today, and in the future.



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