



EventAssure™ Solutions

Driving Operational Excellence



Why do something different?

- Manual analysis of sifting through data to determine outages lead to decreased revenue and subscriber churn
- Relying on customer calls to indicate potential outages is ineffective
- Lack of actionable outage information eventually directly impacts customer satisfaction

Why now?

- When customer expectations are not met, customers are more likely to churn
- MSOs need to provide higher-quality, more reliable service with less downtime
- Networks are more sophisticated -- automated outage management is operation critical

Why ARRIS?

- ARRIS has been a cable solutions pioneer for more than 50 years and superior reliability, dependability, and innovation is reflected in ARRIS software
- Dedicated R&D plus 24x7x365 global support for all assurance products
- Company stability – a vendor with strong overall financial performance

The Need for Automated Outage Management

The time is right -- Cable Operators that focus on achieving superior customer experience can gain a competitive advantage in today's market place. ARRIS EventAssure™ Outage Management can help you achieve your goals.

Cable Operators worldwide continue to optimize their operations by using a combination of tools and processes. However, to a large extent these processes continue to remain manual and result in customers providing the first indication of a potential problem. To achieve superior customer service and operational excellence, market leading organizations must look elsewhere to achieve competitive differentiation and operational automation should be a top consideration. Cable Operators can gain an edge by continuing to develop three key strengths:

Automation: Most Cable Operators have access to ample data on their internal operations from various tools. The competitive difference comes from quicker detection, interpretation through correlation and actions based on this data. Operators can gain an operational advantage by automatically finding outage patterns earlier and with deeper insight - a strong EventAssure advantage, when compared against competitive outage tools.

Immediacy: The ability to provide data that is accurate and actionable, in a timely fashion, improves operational efficiency by helping operators restore customer service disruptions quickly, resulting in higher levels of customer satisfaction.

Agility: The hallmark of successful organizations is the ability to rapidly adapt to changing circumstances. As competition and new technology developments impact the marketplace, rapidly sharing accurate impairment information across the organization provides greater visibility, collaboration and communication across internal and external resources.

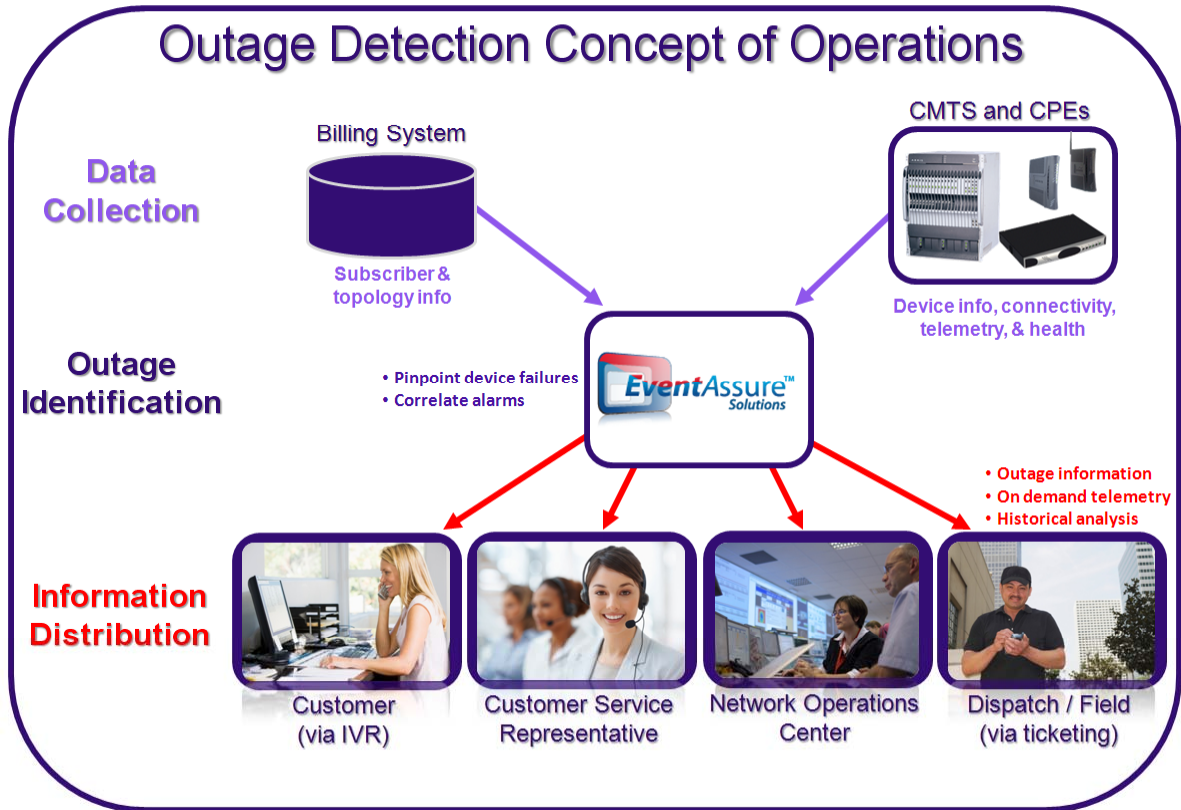
"Acquiring a customer is expensive, while the lifetime value of a loyal customer grows exponentially"

Product Flyer

Drive Operational Excellence

In order to achieve operational excellence, Operators need to standardize, integrate, and automate their operational processes and implement the right software solution to optimize them. Often, operators use several systems, including home grown applications to enhance the effectiveness of operational processes, but an automated, multi-service outage management system is needed to fully optimize operational processes.

Operational excellence requires processes based on correlated, actionable information provided by an outage management system. A “single source of truth” helps achieve alignment across all operational processes and provides Network Operation, Customer Care, and Dispatch organizations with common insight to make the right decision with increased agility and immediacy.



Comprehensive Assurance Solution

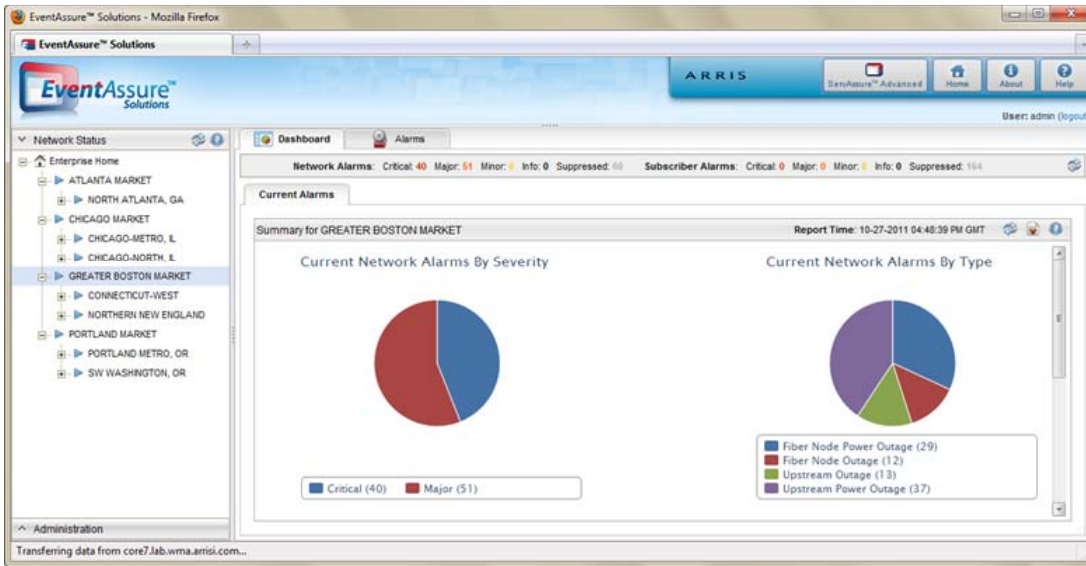
ARRIS Assurance delivers a single integrated system. EventAssure Outage Management is integrated with the market leading ARRIS ServAssure™ Advanced through a common polling infrastructure. This means that Cable Operators can now benefit from ARRIS comprehensive performance and outage management solutions, using the same polling architecture to collect data from DOCSIS® and PacketCable™ devices.

Take a closer look at EventAssure and what it can do for you.

Accurate, Automatic Identification of Plant and Service Failures

EventAssure regularly collects and stores telemetry information to enable rules based detection of service issues. By assessing the retrieved information and checking to ensure that it is within normal operational ranges, EventAssure then uses the retrieved telemetry data to correlate anomalies and automatically determine common points of failure.

The Result: the use of thresholds and alarms enables EventAssure to immediately detect and pinpoint outages within the network, allowing you to quickly and proactively solve problems – before customers even know issues have occurred. Easy triage and rapid resolution leads to lower Mean-Time-To-Restore (MTTR).



Complete, Real-time Visibility into the Service Delivery Network

Dashboards are an excellent way of providing upper Management with understandable views of network health. The Executive Dashboards in EventAssure provide you with a status overview of alarms and devices. The real-time data presented in the Dashboard is interactive and dynamic, allowing you to drill down for detailed outage tracking information. Proactive outage detection management requires detailed, up-to-the-minute health status on all aspects of the network.

Proactive, Actionable Information

EventAssure events can be configured through an easy-to-use web interface. Individual thresholds, soak periods, suppression parameters, and clearing themes can be applied to events based on operational processes and Service Level Agreements (SLAs)

Once an event is triggered, the alarms generated provide you with the status of current, historical, and suppressed alarms for the topology group. The alarms show widespread network outages as well as individual VIP customers and devices. The alarms include a summary and details for each type, state, and cause as well as the number of devices and customers affected. Alarms are colorized by severity for quick identification

“ARRIS Assurance Solutions provide actionable information. Any OSS/NMS system can give you data but they all require human interpretation and time to perform the functions. ARRIS provides both the Business Logic and Decision Engine to accelerate the velocity of fixes in the network as they pertain to both Outage, Quality of Experience, and Field Repair.”

~ A Top Cable MSO

Rapidly Share Information Across the Organization

EventAssure is uniquely positioned to be the “source of truth” of network health for all of your Operations Support System (OSS) tools and functions. EventAssure ensures that there is a clear and consistent understanding throughout the organization as to the origin and status of network and service outages -- because all tools and departments are operating off the SAME data set. Having the ability to share service and plant impairment information from a single source across your entire organization enhances visibility and decreases errors and communication collapse.

EventAssure can electronically notify Network Operations Center (NOC), Dispatch Center, and Customer Care personnel. Alerting personnel in these organizations results in greater overall organizational efficiency. The NOC can focus on the health of the network. Dispatchers can ensure that the right field technician is sent to the right place with the right equipment. In addition, the Call Center can provide customers with timely and accurate status updates.

ARRIS EventAssure™ Outage Management

Protect Your Investments

Cable Operators today have several back office systems and due to timely administration efforts and scarcity of resources; the costs to support and maintain these systems is ever increasing. Even if operators standardize their operational systems; acquisitions and introduction of new services are always on the horizon, and this only adds to the burden of managing these systems.

ARRIS EventAssure Solutions, with a common polling infrastructure and web services architecture, provides operators with the flexibility, ease of integration and administration needed to reduce IT costs and protect investments.

See the value immediately: ARRIS Assurance Solutions

World-class ARRIS deployment and training services make the implementation process painless and the education accelerates your return on investment

- *Installation and Deployment*
- *Custom integration with existing OSS systems*
- *Business Process Analysis (BPA) service and training*



Easy to Setup

EventAssure automatically detects the network topology and devices. This process of auto-detection ensures that all data is collected in the most accurate and efficient manner. Deploying EventAssure is an easy streamlined process.

Easy to Integrate

EventAssure exposes data and functionality through a flexible Web Services interface. This interface enables rapid integration to new and existing back office tools and environments.

ARRIS delivers the first and only common infrastructure-based performance and outage management solutions for Cable Operators -- distinctively designed to improve customer experience and achieve operational excellence for your organization.

Please contact ARRIS for more details at www.arrisi.com

ARRIS is the market leader in Assurance products and currently manages more than 80 million DOCSIS® and PacketCable™ devices worldwide.

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