

Case Study: Hathway Cable & Datacom Pvt. Ltd.

Business Model

Hathway Cable & Datacom, is the first and leading Cable ISP in India, with 160,000 user base spanning across the cities of Mumbai, Hyderabad, Chennai, Bangalore, Delhi, Noida, Pune, Nasik, Ludhiana and more cities being added to the list. Hathway provides high quality bandwidth, and secure broadband internet service through its cable network on to individuals, SoHo and Corporates. Hathway's fiber-optic backbone and its state-of-the-art Internet Node and Data Center makes the network capable of reliable Internet service replacing co-axial cables which will power internet with other limitless possibilities like video-on-demand, VPN, net telephony, etc.

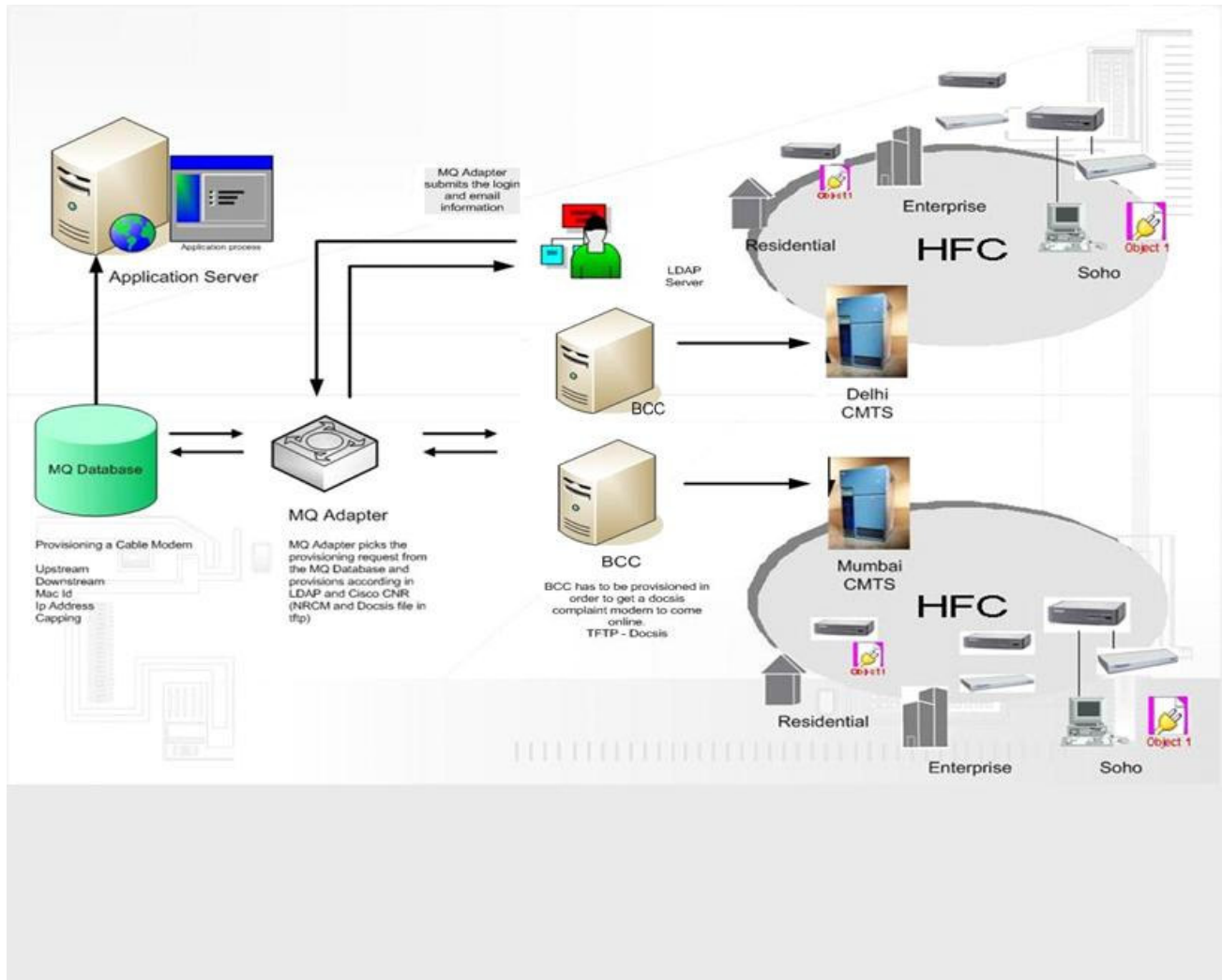
Business Challenges

- Defining new services, packages in order to respond quickly to the market demands.
- Configuring variety of existing complex service plans
- Provisioning the services effectively and instant processing of Activations, Upgradations, Disconnections and Reconnections
- Retrieving consolidated usage statistics in frequent intervals and applying suitable rate plans in order to decrease revenue loss.
- Effective follow up mechanism for payments and renewals by sending reminders to the customers regarding payments and the package expiry date through different media.
- Replacing the existing customer care and billing application, , which did not meet the growing requirements of Hathway
- Integration with network elements and middleware for broadband/Internet services (e.g. AAA, LDAP, Bandwidth Management Systems)
- Effectively using the existing investment in infrastructure
- The solution should be lasting – it should take care of the company requirements for the foreseeable future, and provide for a good TCO and ROI
- The solution should be easily maintainable and enable work flow

Solution from MagnaQuest

MQSubscribe replaced the existing solution that was rigid and not meeting the requirements of Hathway. Several diverse service plans including Prepaid, Time-based, and Volume-based rate plans are now possible to be configured. Also billing is now possible with complex federal, state and local tax definitions.

MQSubscribe is integrated with the network elements including BCC (OSS solution from Incognito), LDAP, DOCSIS and Netflow. Hathway is able to provide usage statistics in a real time manner through web interface. Also, bill presentment is possible through paper (bill printing on paper) & e-mail. The below diagram illustrates how MQSubscribe interacts with network elements to provision the services and collect usage details.



Service Provisioning: MQSubscribe's adapters communicate with the CORBA APIs provided by Incognito. MQSubscribe lodges the DOCSIS policy file in BCC. The policy file contains the service details to be provided to the subscriber including the upstream and downstream details. Whenever a subscriber connects, the cable modem sends request to the BCC, which takes care of the authentication of the cable modem. Once the authentication is done, cable modem allows the user to use services as per the policy file. Internet and e-mail services are being offered and LDAP takes care of the e-mail

Usage Mediation: The mediation server collects usage details from the CISCO Netflow on which the rate plans are applied accordingly. Whenever the subscriber does not pay or exceeds the bandwidth provided, a disconnection request is sent to the cable modem to stop the service.

The present network infrastructure also supports voice (VoIP), if Hathway plans to offer the same in the future.

Business Impact

Hathway is able to respond fast to the market demands by defining new products and packages with the integrated solution. Provisioning of services is quicker thereby reducing workload on the network operations center. Flexibility in defining packages and pricing is another advantage. Accurate presentment of usage and billing details brought confidence among subscribers.