



How Bright House and Cisco Launched Tru2way

Bright House Networks, with Time Warner Cable, is the first multiple service operator to successfully convert its cable system infrastructure to a tru2way-enabled environment. The cable operators have been partners with Cisco on tru2way initiatives since 2005.

Despite the lack of prior industry successes to emulate, Bright House Networks made the forward-thinking business decision to transition to a tru2way-enabled network, beginning with deployments at its Orlando, FL site.

When asked why the MSO decided to pursue tru2way, Jeff Chen, SVP, advanced technologies for Bright House Networks, explains, "We look at tru2way as the future of our industry. You have to do it. And if you look at the benefits that the tru2way platform is expected to bring to us...it's justified to invest the time and money to go forward with it."

In July 2007, Bright House deployed its first tru2way set-tops boxes with separable security, and shortly thereafter launched its first tru2way application offering, the OCAP Digital Navigator (ODN) program guide, in its Orlando market.

While the initial project planning was done in-house, Cisco was included as an integral partner in the project from day one, offering a complete end-to-end tru2way solution that included video headend upgrades, middleware, set tops and integration services.

The challenges were evident. The sheer size and complexity of the product was offset by the hope of developing and deploying ODN and completing an early tru2way implementation by the July 2007 ("7/07") deadline for conversion to set-top boxes with separable security.

The Orlando site alone supported equipment from multiple vendors. Every part of the company would be required to re-evaluate and adjust long-established processes, and possibly to rebuild from scratch a

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large number of tools that had long been effective in helping to ensure security, service reliability, and efficiency.

However, Bright House and Cisco were confident that their timing and resource commitment would provide a greater return on investment (ROI) in the end. Bright House also understood that an early tru2way implementation would support its position as a national leader in providing next-generation interactive, two-way video services to consumers. In retrospect, the deadline helped contribute to the eventual success of the project.

A great deal of pre-deployment testing was undertaken by both parties and carried out in a large number of laboratory environments to mitigate any concerns about the potential to overcome the challenges. The tests included:

- **Functional testing** to ensure that all functions at the consumer end would work properly, along with the transfer of information, applications, and content from the network to the set-top box.
- **Performance testing** to measure channel-change and boot-up times, which Cisco and Bright House were able to decrease significantly.
- **Robustness and stability testing** to “torture-test” both the equipment and the solution as a whole to identify failure situations and develop procedures should those situations occur in the field.
- **Scale testing** to determine network overload levels and test load-balancing processes under overload conditions.

To prepare for the expected increase in bandwidth demand, Cisco also helped Bright House to implement advanced spectrum management technologies. Cisco then provided training to Bright House engineering personnel and customer- and technical-service personnel, assisting with the development of scripts and procedures for routing and escalating subscriber issues.

In the end, Bright House completed an ODN integration that enabled rapid roll-out of a new consumer guide interface and new tru2way infrastructure, successfully deployed in its first iteration. Bright House is now moving forward with plans to roll out tru2way to other sites in its footprint and has developed more applications on the tru2way platform, including Caller ID on TV and My Account on Demand.

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Lessons learned: Tru2way is complex, the participants note. The primary lesson learned is that MSO tru2way implementation requires a significant investment of time, money, and resources, and willingness from all parties to make sacrifices and commit to the project's success.

Success also requires the contributions of a technology partner that is fully conversant with the tru2way standards and has experience with all aspects of large, complex video-delivery network design and deployment.

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