



Innovative Services and Niche Strategies from the Providers' View



Left to right: Mark Scifres, CEO, Fusion; Richard Holtz, CEO, InfiniSys; David Daugherty, CEO, Korcett Holdings; David Schwehm, Director of National Sales, Time Warner Cable; Eric Cevis, Vice President, Verizon Enhanced Communities.

Richard Holtz, CEO at InfiniSys, moderated this high-level panel. Others were David Daugherty, CEO, Korcett Holdings; Eric Cevis, Vice President, Verizon Enhanced Communities; David Schwehm, Director of National Sales for Time Warner Cable; and Mark Scifres, CEO, Fusion.

Holtz: How can this industry best address the consumer demand for the next technology while you are still rolling out the current technology?

Cevis: We need to push a network out there that meets today's needs, but also the future. As we continue to see creep in new products that we can support – more content, features, functionality – we can't stop. We support 50 Mbps now, and 100 Mbps by the end of the year and soon 300-400 Mbps with GPON technology.

Schwehm: From the MSO point of view, how do all four of the services play together? Cable companies did a deal with Sprint to do cell phones. We want to make your TV remote handle

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the Internet, video, and more.

Dougherty: It is a matter of how you present new services to customers. All services should be selected, deployed and used through a common, easy to use interface.

Scifres: When we started in 1992, none of this technology existed, and we had to invent from scratch. Ethernet is now the standard but it is 20 years old; GPON is new. We're in an interesting time, with technologies like wireless and BPL. We want to push advanced





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Cevis: When it comes to provisioning and setup, customers differ. College students want to do it themselves. The luxury market wants help.

Holtz: The management company

system, so they can see who is on their network and why.

Cevis: We want to learn what works and what doesn’t work at a location, so we assign an account manager to every one of these properties, to help the end-user customer.

Schwehm: The question is how to empower the local property manager. We have property coordinators who visit 40-50 property managers a

find out what they need. If you get a bad reputation with a property manager, you can lose return on investment for 18 months. We have software to help us coordinate, and a simple interface to find resident customers. The guy may have a computer virus, not a slow connection. We also collect information about problem patterns.

Schwehm: My understanding is that your cellular phone really wants to be a remote control, to tape a show at a distance. We don’t know how we’re going to sell it. We’re going to go to five-six-seven products.

Holtz: If we do a deal with a phone company that does video service, are they going to maintain best of class in all their products?

Daugherty: I keep going back to the end user. We focus on students. They see dual-mode phones – Cellular, wi-fi, and so forth in one appliance.

Schwehm: One new product is the start-over – start the program you missed, 20 minutes late. You have to push the start button while the program is still running. Hundreds of new products are in development over the cable industry.

Holtz: Let me leave people with following thought: today the service provider handles so much of this, but tomorrow we will do it from a hardware perspective. **BBP**

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is very often viewed as the service provider. How do we handle it?

Scifres: The person we work with can make or break us. We have a tech team that reaches out weekly to these people, and they are very important and they need access to your ticket

month, whose only job is to find out if everything is OK, and to make sure they have marketing materials. A number of our divisions use this approach.

Cevis: That’s what ours do.

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