



# Case Study: Beaver Valley Cable - Pennsylvania

## Conversion of Legacy Cable TV to IPTV



### Challenge

Across rural America there is still a demographic where broadband is not as important to them as their TV service, and the company founders at Beaver Valley Cable felt that being just a broadband company would be a disservice to their community, prompting the decision to upgrade the Beaver Valley video cable system.

The challenge for the Beaver Valley team was to get their cable system to DOCSIS 3.0, to remove the legacy video off of their QAMs, and then utilize them for bandwidth to deliver IP video. For Beaver Valley the most economical way to upgrade their video was to take advantage of as much of their existing video infrastructure as possible and to make improvements incrementally.

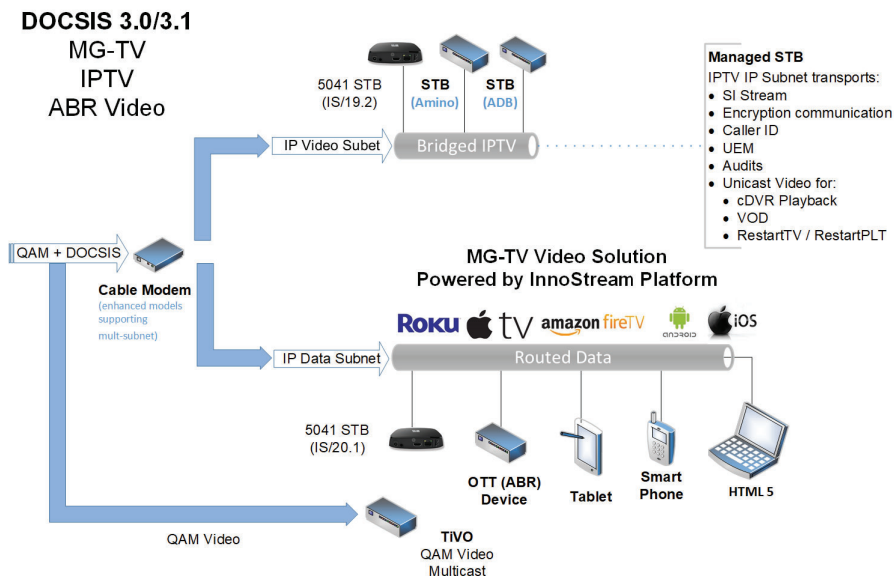
### Solution

Innovative Systems MG-TV is a perfect fit for Beaver Valley as they wanted to maximize their multi-cast delivery now by putting IPTV into their QAMs, and down the road having the option to add HLS OTT.

According to Joe Ross, a twenty-year veteran of the cable industry who has served in engineering positions at Comcast, and Mediacom, making economical baby steps with existing cable equipment can keep companies like Beaver Valley Cable in the video business.

*"With the Innovative Systems Video solution, our team was able to flip the switch from legacy cable to IPTV in one night."*

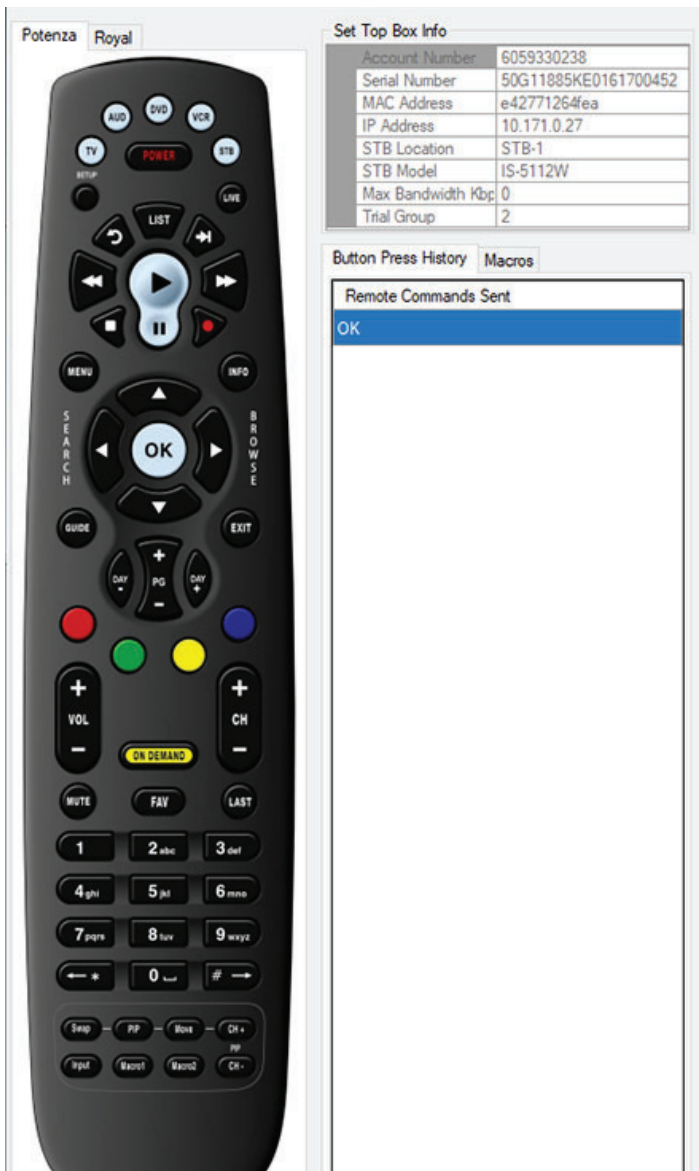
Joe Ross - Technical Advisor



## Benefits

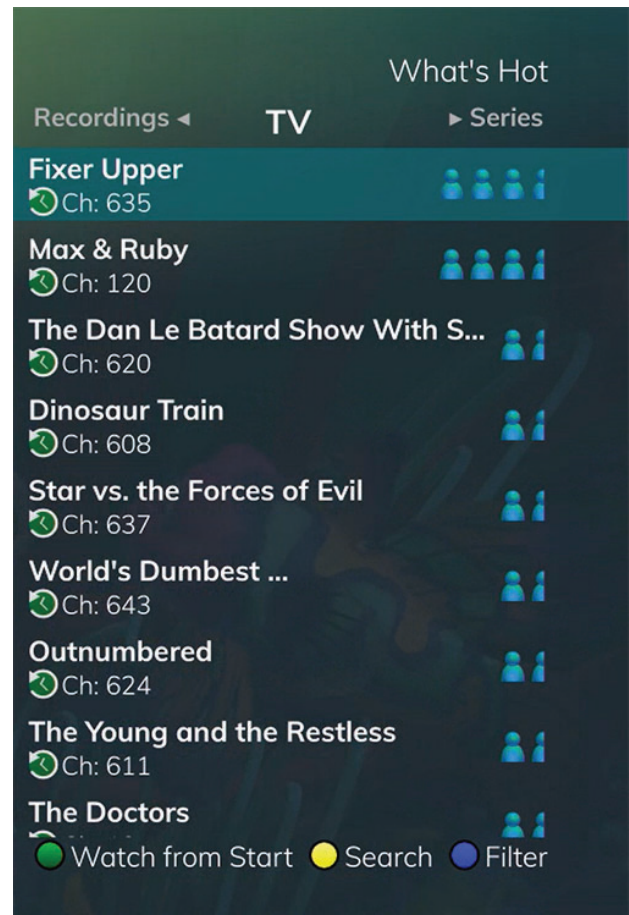
The back office tools provided by the Innovative Systems video solution lets Beaver Valley know about issues that the customer may experience even before they know it themselves. Ross firmly believes that the goal should be to avoid giving the customer a reason to call you, because they may call your competitor instead.

According to Ross, tools like the Virtual Remote™ helps to quickly resolve video support calls by allowing staff the ability to take over a customer's remote. This tool has a proven track record of reducing truck rolls for many Innovative Systems video operators, with some reporting up to a 70% reduction.



## Whole New World of Features

The transition to IPTV has opened the door for new features that enhance the customer experience. Network DVR that protects customer recordings from premise-based DVRs failures, and one button access to the beginning of in-progress programs with Restart TV provide a competitive advantage. For Beaver Valley everything about the conversion to IPTV has been customer-focused, from fast remote response, to a Program Guide look and feel that rivals any competitor.



## About Beaver Valley Cable

Beaver Valley Cable Co. is a family owned and operated business started in the late 1970's delivering voice, video, and internet in NE Pennsylvania.

