Case Summary

Customer
- Wightman Telecom

Industry
- IPTV/Telecommunications

Region
- North America

Challenge
- Offer New Video Services to increase customer satisfaction and revenue opportunities from a FTTH network.

Solution
- fs|cdn™ Integrated Broadcast, Video On Demand & Encryption Solution.

Delivering cutting edge video services to suburban & rural N. America

Wightman Telecom provides High Def, Video on Demand & DVR services using the fs|cdn™ solution over FTTH network.

The Customer

Wightman Telecom is a 100+ year old, family-owned company, providing customers in Ontario, Canada, with services including video, voice, and the fastest internet speeds available in the province* utilizing a new fiber to the home network introduced in 2008. Wightman was the first company to provide true Fiber to the Home to entire communities in south-central Ontario. Families living in the towns they serve are able to experience an improved quality of life thanks in part to the investments made to deliver these state-of-the-art services. Now into its second century of putting “people first”, Wightman Telecom looks forward to its latest initiative - providing mobility services.

The Challenge

Having recognized fiber to the home networking as the means to secure profitability for the next generation, Wightman Telecom sought to offer video almost immediately as a way to achieve a higher return on the significant investment in infrastructure above offering only traditional voice and data services.

Wightman sought a video solution that would work on the FTTH portion of its network in addition to the legacy copper DSL network. The solution provider would have to be willing to address the unique content needs of the Canadian market in addition supporting MPEG-4 and DVR, new technologies in 2008.

The Solution

Wightman Telecom selected the fs|cdn™ Integrated IPTV solution to deliver the video services needed to retain a competitive edge in its market.

fs|cdn™ (full service content delivery network) is a unified solution designed to support multiple converged services including:
- broadcast video
- video on demand
- DVR
- on screen callerID

* according to an independent study done by SpeedTest.net
These services were selected by Wightman in addition to the integrated encryption feature to comply with the affiliate rights requirements of some broadcasters.

This integrated management approach lends itself to speedy new service turn up, ease of operation, and effectiveness in troubleshooting.

Wightman uses the fs|cdn™ solution to support a channel lineup including 30 HD and 160 SD channels, Video On Demand services from 4 different content providers, numerous on screen radio genres, and on screen callerID. Additional anticipated services include whole home DVR in addition to a multiscreen viewing experience. This video service that was non-existent as a revenue generator for Wightman in 2008 has since grown to be an integral lynchpin of their business model, going from 0 to over 6,000 set top boxes being powered by the system in a matter of 2-3 years.

In support of this tremendous effort, Wightman also opened several new storefronts with showcased living room environments to promote the new fiber and video services. In an economy where many search for additional revenue frontiers, Wightman is an excellent example of forging new opportunities with vision, new technologies, and corporate will.

The expert fs|cdn™ support team has been an integral part of the rollout of these new services, assisting in the troubleshooting of system issues that may have impeded essential aspects of the viewing experience. The fs|cdn™ system also enables Wightman’s service technicians to have the ability to control any set top box in the network without setting foot outside of the central office, helping to reduce truck rolls and speed resolution of any STB related issues.

“The fs|cdn™ solution has been an important component in Wightman Telecom’s transformation from a voice and internet company to a state-of-the-art converged services provider. The ability to offer broadcast TV, HD, VOD & DVR services as part of a bundled package has helped to reduce customer churn and increase profitability.”

Rob Figliuzzi
Vice President & CFO, Wightman Telecom

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About Intracom Telecom

Intracom Telecom is an international telecommunication systems vendor operating in Eastern Europe, the Middle East & Africa, Russia, the CIS and Asia-Pacific. Over 100 customers in more than 50 countries choose Intracom Telecom for its state-of-the-art products and solutions. Intracom Telecom has over 2,000 employees, operates subsidiaries in 16 countries and is amongst the largest European companies leading in R&D investments. Since June 2006, Intracom Telecom has been controlled by JSC SITRONICS (Russia) with 51%. JSC SITRONICS is the technology subsidiary of JSFC Sistema, the largest public diversified corporation in Russia and the CIS. Intracom Holdings Group (Greece) retains a 49% stake.