Evolution of The Broadband Power Ecosystem

E*cosystem* [*ek*-oh-sis-tuh m, *ee*-koh-], noun,
any system or network of interconnecting and interacting parts, as in a business

For nearly four decades Alpha has been on the leading edge of the broadband power equation, continually advancing power technology in an effort to improve network efficiency and reliability. When we introduced the industry's first backup power supply in 1978, we knew the industry would evolve over time, but we could not be sure how that evolution would manifest itself. What we did know, however, was that **network reliability would always be key for MSOs** seeking to expand their service offerings.

Fast forward to the year 2016, and we see services being offered by MSOs that we could never have imagined 40 years ago – high-speed broadband, video-on-demand, home security, IP telephony and cellular backhaul to name a few – increasing the sophistication and interdependence of HFC network components and making network reliability and availability all the more critical. Knowing the importance that reliability would play in this evolution, Alpha did not simply react, we began – nearly a decade ago – shaping the business to better serve our MSO customers with an **integrated mix of advanced products and services** designed to improve efficiency and reliability in every part the emerging **Broadband Power Ecosystem**.

Increasing Network Availability and Efficiency – A Holistic Approach

Built on three foundational pillars – **Hardware, Services and Monitoring** – Alpha's integrated offering represents a holistic approach to managing and maintaining the outside plant ecosystem. Every element of the offering is designed to work seamlessly with every other, providing customers with **unmatched value and efficiency** that can only be found in a single-source-solution.

Hardware
Alpha's started in the cable/broadband business by engineering and manufacturing power supplies with a reputation for reliability. Building on that reputation, the company invested heavily in engineering to develop and offer more advanced and complimentary products such as status monitoring transponders, AlphaCell batteries, fiber solutions and critical facilities power. **Alpha continues to lead the way** with products like our flagship XM3-HP power supply – the most efficient and intelligent broadband power supply available – and the newly available AlphaGateway family which offers environmentally hardened power and communications for easy deployment of Wi-Fi, and small cell backhaul.

Services
After decades of leadership in broadband power technology Alpha has a level of expertise that is unmatched in the industry and that expertise is reflected in our service offerings. Whether the need is installation and provisioning of power supplies and transponders or preventative maintenance programs for critical facilities and outside plant, **Alpha is uniquely qualified to meet our customers' needs**. By leveraging iSight360 and XM360 – tools developed by Alpha to streamline, standardize and record equipment maintenance procedures – MSOs are given detailed and actionable data on network health, helping to save money and improve network reliability.

Network Monitoring
End-to-end visibility across the HFC operations environment is a critical element of network reliability.

With the addition of both Cheetah XD and Continuity to the Alpha family, our network monitoring solutions accommodate everything from robust monitoring of only power supplies to monitoring of power supplies, fiber nodes, headend equipment, network gateways and more. Integration with XM3-HP Apps provides information on battery runtime and remaining life expectancy, and estimated monthly utility power usage while integration with XM360 maintenance management analytics offers powerful predictive maintenance solutions to further enhance network reliability.

Making it All Work Together

Just like in a natural ecosystem, the Broadband Ecosystem is comprised of many individual but interdependent elements. Focusing on one area and failing to understand the relationship each element has with every other can have an unwanted effect on the entire system. Having literally grown up with the broadband industry, Alpha not only understands the broadband power ecosystem, but has the expertise and resources to make it work together.