THINKING OUTSIDE THE CABLE BOX

The core business of cable operators, as we know it, is to provide their customers with entertainment services such as internet access and television programming for the home.
In the process of selecting a cable operator, customers take into account three factors - content, price and quality of service. But as the market becomes more and more competitive, operators struggle to maintain their client base, and look for ways of providing a more personal experience with value-added services for a competitive edge.
So how can a cable operator leverage consumers demand for a future with more connectivity, security and advanced services, in order to achieve brand loyalty, have a competitive edge in the market and increase ARPU in the same process?

In this article we provide you with a few steps and ideas that can help cable operators engage better with their consumers and create a difference in their day-to-day lives, even outside of the home.

SAM Seamless Network provides Cable Operators and Telco's with a software-based security solution that integrates seamlessly with any platform and protects home networks by securing the gateway and all its connected devices. The solution can be offered as a value-added service, allowing users to have enterprise-grade protection along with an application giving them extra features such as: device management and control, Wi-Fi optimization and parental controls.

A use case from one of our telco customers, shows with SAM an average of 67.4K DoS attacks, 15.6K Malware attacks, 18K spyware and 2.5K router takeover hacks have been prevented on a weekly basis. By offering SAM's solution as a premium offering, they have created an additional revenue stream which 35% of their customer base had subscribed to after only 8 months of deployment. Other than increasing brand reputation and customer loyalty they have also experienced a significant increase in total revenue and substantially decreased churn rate.

CULTURE OF CONVENIENCE
FAMILY SAFETY
DIGITAL WELL BEING
PRIVACY & DATA PROTECTION
CABLE & INTERNET SERVICES

Internet and Cable Services

The reputation and profits of cable operators currently relies on the level of service that can be provided with internet, telephone and TV services whether it's better bundles, cheaper prices or more recently guarantees of better Wi-Fi for the home as a competitive selling point.

Security, Privacy & Data/Identity Protection

There are growing issues and concerns when it comes to security and data protection. Every day there are new reports on mass cyber-attacks targeted at consumers through phishing, malware and DDoS. As a cable operator, you can implement a solution to allow your customers to protect their home networks against these cyber-attacks. It is already a known fact that most connected and IoT devices are built with a lack of security, giving attackers easy access into the home network, and by that access to personal data. Since these devices connect and interconnect from the router provided by the operator for internet access, the solution to the problem is an added layer of security that sits on the router itself. SAM Seamless Network, using AI and ML, reacts immediately to any new vulnerabilities in real-time, protecting all networks and devices. SAM's cybersecurity software adds protection directly at the source of entry for the ISPs and telco's via the router.

Digital Wellbeing

Digital well being refers to the increasing importance of our everyday technology and digital communication not having a negative affect on our personal lives and relationships. This means having the ability to limit screen time and focus on family time and other social activities.
SAM's solution is offered with an SDK App making it easier for users to manage their home network and all their family members, with the ability to apply screen time restrictions and filter content accordingly per user.

Family Status and Safety

Families are a large portion of consumers for internet services and have added needs that cable operators can provide them. The main one being, parental control. SAM believes that families members should be confident that their children are safe online. By providing advanced parental controls including safe browsing, geo-fencing and anti-cyberbullying features for the home and on-the-go. Being able to provide this type of control, security and protection to parents for their families is a growing need in the market.

Culture of Convenience with Connected Home Automation

As the number of connected devices in the home grows, our research now showing an average of 17 devices in homes in the US and 15 on average throughout Europe, there needs to be a way to maintain the easy and convenience they were purposed for in homes.
SAM's mobile app also provides management and control of all connected home devices from a single application. Making it simpler and more convenient for consumers to use and enjoy their new home IoT devices remotely and on the go. This also provides added features such as: device management, password resetting and troubleshooting. Our app helps to zone the devices in a users home network, making them more manageable and security wise also separating infected devices, leaving them working and connected to the internet but blocking the connection to other devices so the virus can't spread. Results of this functionality shows a reduction in support calls and higher customer satisfaction.

ABOUT SAM:

SAM helps telco's and cable operators enrich their value proposition for their customers by providing network visibility, management abilities, and advanced parental control features. SAM Seamless Network provides a one-stop-shop for consumer's needs. All added features were created to offer cable operators, telco's and ISP's additional revenue streams with value added services to fit every user. Installed remotely on existing gateways, SAM doesn't require any additional hardware or a technician to provide comprehensive network security. The solution is offered as a service, allowing users to have the enterprise-grade protection including virtually patching vulnerabilities such as KRACK and other high-level, targeted attacks.
To learn more about SAM, visit
www.securingsam.com

RETHINKING CYBER

SAM invites you to join us in June for 'Rethinking Cyber' hosted with Team8 once a year.
During the event there will be telco and cable track where you will get to meet with industry leaders, cyber experts and award-winning companies to learn how to build a better cyber security strategy for your company and customers. Please note: Joining is free of charge for any CTO, CIO, CISO or Executive responsible for cyber security.
Hope to see you there for a 5-day cyber adventure in Tel Aviv.
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