



# CPE Customisation Made Easy

Tailoring Innbox CPE to operators' needs

Operators continuously strive to meet two goals while introducing customer-premises equipment (CPE). Firstly, they need to keep costs under control by streamlining the process of **auto-configuring** the CPE and by minimising manual configuration of newly connected devices. Secondly, they need to promote their **brand recognition** by making user experience match their corporate identity and public image.

Building upon its extensive experience, S&T Iskratel understands these specific – yet various – needs. As a standard, two programs are available for operators. The first, **Innbox Constructor** lets operators customise the feature-rich generic Innbox CPE software on their own, while the second, **Turnkey Software on Demand** allows customisation far beyond generic functionalities and user experience.

## ZERO CONFIG, ZERO COSTS

Certain aspects of operators' lives can sometimes be a nightmare. Instead of being focused on customer needs and business objectives, they lose valuable time and resources only to have the devices at customer premises up and running.

Would it not be great if they could just deliver the CPE to customers, trusting its configuration will allow immediate, **plug-and-play operation**, provide the services instantly, and be accessible to the operator's management system the moment it is connected?

Proper initial configuration can result in significant operational savings: **up to 40%** for first activation, and **up to 70%** for issue resolution.

## BRANDS MATTER

Without doubt, taking care of operators' brands improves **customer recognition**. Consistent appearance and care of details boost customer trust and loyalty.

The consistency is reflected in user experience with tools and apps that they use, and the impression the physical CPE design makes when following the graphical identity.

Operators' interests collide with similar goals of CPE vendors, which also strive to promote their brand, and avoid costs of modifications for individual operators (and maintenance thereof). As a result, many operators cannot afford the sometimes obscene costs that CPE vendors wish to charge.

## TWO AVAILABLE PROGRAMS

Understanding the specific needs of operators, large and small, S&T Iskratel offers two programs for easy customisation of software, GUI and physical design.

► **Innbox Constructor** is an easy-to-use web tool that lets operators customise Innbox CPE themselves.

► **Turnkey SW on demand** is a per-project endeavour of support and R&D teams that delivers complex customisations on any CPE.

Both programs provide plug-and-play CPE, instantly operational and manageable. No manual configuration is necessary once the devices are connected, reducing operators' costs dramatically.

## WHY S&T ISKRATEL?

- Devotion, technical expertise and efficiency
- Commitment to meet objectives, deadlines, budgets
- Proven at more than 50 operators
- Decades of experience with CPE development
- Control over complete source code
- Safety of intellectual property
- Fully controlled end-to-end product-lifecycle process
- State-of-the-art agile development
- Proficiency with a multitude of chipsets, architectures, programming languages and protocols
- Multi-lingual support and presence in several time zones
- Strong and responsive support teams

## INNBOX CONSTRUCTOR

The unique Innbox Constructor is a simple and intuitive **do-it-yourself portal** that lets operators prepare their own distribution and specific configuration autonomously.

Starting from the generic, feature-rich Innbox software, the tool lets operator modify and customise:

- The default settings for subsequent plug-and-play operation;
- User rights and menu availability;
- Supported GUI language(s);
- Visuals such as colours and logo.

The web-based tool works directly on the target CPE, letting operators see the result immediately.

The whole process takes about an hour. The result is an USB key which **automatically upgrades** the CPE to

the customised configuration when inserted. Using the USB key (and its clones), a single person can upgrade 400–800 devices per day.

The CPE is **operational immediately** once delivered to the end users and connected. No subsequent configuration is required neither by end users nor by the operator, which reduces operating costs, the number of helpdesk calls and truck rolls.

## TURNKEY SW ON DEMAND

Operators that require non-generic or complex adaptations are served with Turnkey SWoD. Performed on a per-project basis, services are provided, following operators' **specific technical requirements**.

- The project starts with preparing a plan, detailed study of specifica-

tions, a clear definition of objectives and the responsibility matrix.

- During the main phase, the SW is designed and developed, followed by optional integration and Q&A testing.

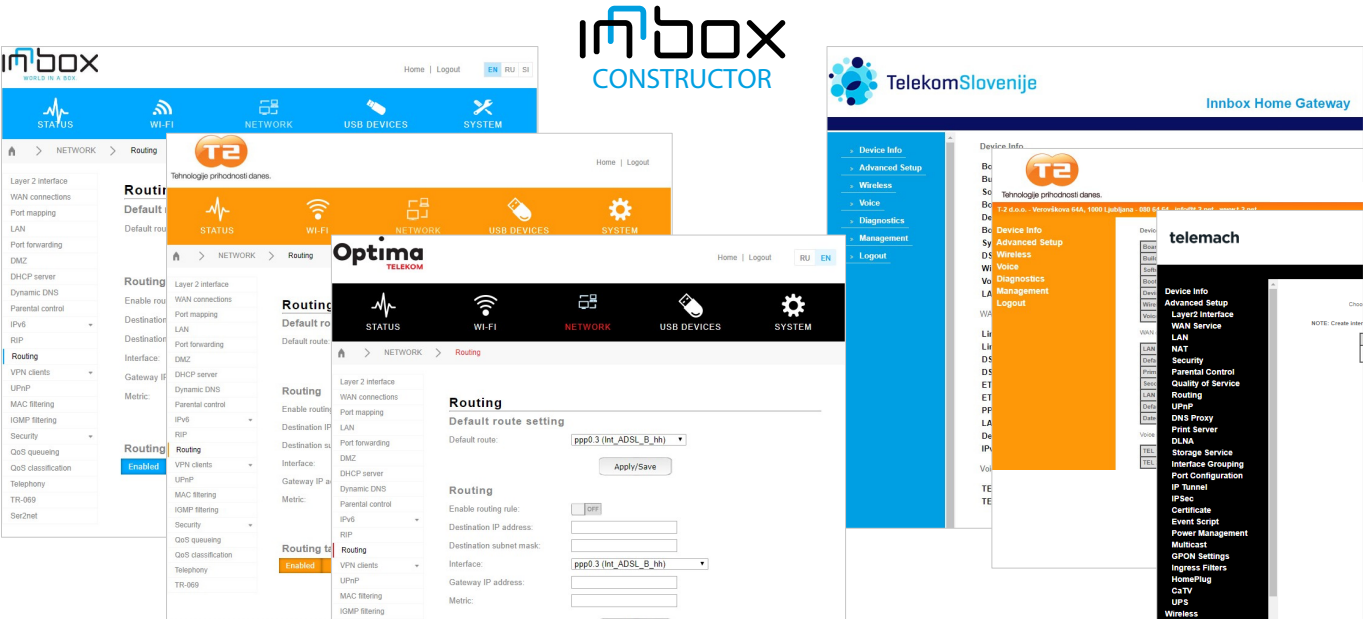
- Finally, knowledge is transferred to maintenance teams, and long-term support is optionally initiated.

Turnkey SWoD is applicable either for Iskratel Innbox CPE or for third-party CPE.

The project may include a range of **services** (in addition to the R&D), such as maintenance, support, SLA, testing, training, and integration.

Customisation of **physical design** is also available, assisting operators in brand promotion, and supporting a consistent user experience.

	Innbox Constructor	Turnkey SWoD
Project approach	Predetermined	On per-project basis
Targeted customers	Tier-2/3 operators	Tier-1/2 operators, CPE vendors, ODMs
CPE hardware	Iskratel Innbox CPE	Iskratel Innbox CPE or third-party
Main tool	Web portal	Project plan
Prerequisites	None	Clear technical requirements
Warranty	Included	Included
SLA level	Basic, Plus, or Premium	Basic, Plus, or Premium
Integration	Not applicable	On per-project basis
Testing, in lab or onsite	Not applicable	As per pricelist
Training, in lab or onsite	Not applicable	As per pricelist (SSB1701-1711)
Tech support, remote or onsite	Not applicable	As per pricelist (SSB1547)
Site survey	Not applicable	As per pricelist (SSB1545)



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