Telefónica Selects JDSU's Home PM for Service of its IPTV Infrastructure

JDSU announced that Spain's Telefónica SA has deployed JDSU's Home Performance Management (PM) solution to proactively monitor and troubleshoot service issues for its Internet Protocol Television (IPTV) content and on-demand services.

Telefónica operates Spain's leading IPTV service, Imagenio, providing standard and high-definition programming to nearly 800,000 customers. JDSU's Home PM centralized solution offers remote visibility into Imagenio's home networks, using non-intrusive software to report on customer quality of service issues and to dispatch information in near real time to technicians.

"JDSU's Home PM provides us with a quality solution that will allow us to improve the quality of the IPTV service we provide to our customers," said Enrique Blanco, executive vice president of Operations and Planning at Telefónica. "JDSU's high quality test and measurement solution will also provide us with a significant reduction on our operating costs."

"JDSU offers a highly accurate, cost-effective software solution for monitoring broadband networks with robust services like IPTV," said David Heard, president of JDSU's Communications Test and Measurement business segment. "Our Home PM solution has helped Telefónica achieve operating expense reductions in only three months, creating a competitive advantage and delivering a return on its investment within a year."

The JDSU Home PM solution is a software application that works alongside existing Auto Configuration Server (ACS) solutions. It is a standards-based tool that automatically identifies and demarks problems between the service delivery platforms, core and access networks, and the home network. It reduces customer service call volume and improves troubleshooting efficiency by simplifying diagnostics and identifying the issue the first time.

Posted by Janine E. Mooney, Associate Editor

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