

# Cisco Prime Home



## What Is the Value of Cisco Prime Home?

Cisco Prime™ Home is a server and cloud-based network management platform based on the Broadband Forum's TR-069 suite of protocols to provision and manage in-home devices. The solution discovers detailed information about all connected devices in the home and provides visibility for both service providers and subscribers through easy-to-use web portals. The platform also includes a flexible applications engine that provides a means for the service provider to offer new, high-value consumer home network applications.

## What Problems Does It Help Solve?

The proliferation of Internet-connected devices and the explosion of video and data traffic are driving complexity in the home network. Increasing numbers of new devices need to be installed and provisioned, and multiple devices running multiple applications often create resource contention within the home. These factors trigger expensive support calls and truck rolls for the service provider, and automating and simplifying management of customer premises equipment in home networks has become mission-critical.

This creates both challenges and opportunity for service providers. While they are looking for ways to lower operating expenses and improve customer satisfaction, they are also looking to quickly deliver new and differentiated services and drive new consumer revenue opportunities.

## Cisco Prime Home

The TR-069-compliant autoconfiguration server provides management for multiple devices, including residential gateways, IP set-top boxes, next-generation converged IP set-top boxes, and more. Remote

device management capabilities include zero-touch provisioning, configuration and configuration updates, software upgrades, and real-time problem diagnosis and troubleshooting of common home networking problems such as Wi-Fi, firewall, and basic broadband connectivity of devices in the home.

Cisco Prime Home abstracts detailed device information into the cloud and provides it to both service providers and subscribers through easy-to-use web portals – rendering the information actionable. An analytics engine allows service providers to create professional reports and charts for a wide array of subscriber and device information.

Cisco Prime Home also helps enable the quick rollout of new, high-value consumer services such as managed Wi-Fi, managed firewall, and parental control applications, including dynamic content filtering and time blocking.

The solution is available for onsite deployment in a service provider network or may be hosted by Cisco.

## What Are the Benefits of Cisco Prime Home?

- **Reduced operating expenses with rapid problem diagnosis:** Cisco Prime Home provides the service provider with the ability to diagnose and resolve in-home service problems before they affect the subscriber, thereby reducing expensive truck rolls and consumer support calls.
- **Higher customer satisfaction:** New consumer services and increased subscriber self-management capabilities, including the ability to troubleshoot home network problems more easily, help drive higher customer satisfaction and retention.

- **New monthly incremental revenue:** The solution helps enable service providers to generate new monthly incremental revenue from subscriber services including parental control applications.
- **Reduced administrative overhead:** The solution helps accelerate and automate the mass management of home devices for reduced administrative overhead and additional operational savings.
- **Actionable information:** Real-time trend and usage reports provide service providers with data about their subscribers that can help drive additional churn reduction through proactive analysis, preventive action and new business model creation.

## About Cisco Prime

The Cisco Prime portfolio of enterprise and service provider management offerings empowers IT organizations to more effectively manage their networks and the services they deliver. Built on a service-centered foundation, the Cisco Prime portfolio of products supports integrated lifecycle management through an intuitive workflow oriented user experience. The portfolio of Cisco Prime solutions for service providers provides A-to-Z management for IP next-generation networks, mobility, video, and managed services.

For more information about Cisco Prime Home, visit [www.cisco.com/go/prime-home](http://www.cisco.com/go/prime-home), contact your local account representative, or send an email to [ask-prime-home@cisco.com](mailto:ask-prime-home@cisco.com).