

DTA

Auto Activation

ARRIS Global Services

SERVICE BENEFITS:

Cost-Saving Benefits

- Fewer truck rolls
- Reduced activation call times and volume
- Reduced Call Center costs

Operational Benefits

- Eliminate the need to warehouse and provision DTA equipment
- Speed field deployments
- Auto-activate equipment in 5 minutes or less
- Increased subscriber satisfaction



SERVICE OVERVIEW:

Standard DTA deployment and activation is costly and time-consuming. Storing and provisioning units, shipping them to customers, and fielding activation calls can increase capital expenditures, burden current staff, and require new staff hires to execute policies and procedures. It also impacts customers, as they may have to endure long wait periods on hold to activate their equipment or require a technician to come to their homes and install their boxes.

AMT, working in conjunction with ARRIS, now offers DTA Auto Activation, a service that streamlines the DTA deployment and activation process. DTA Auto Activation eliminates the need for you to store, provision, ship, and activate DTA boxes. It uses a direct fulfillment model to help you realize cost savings in several key operational areas, including:

- **Warehousing Costs**—AMT stocks and provisions DTA kits, which they customize for each cable operator that uses the service
- **Shipping Charges**—AMT ships DTA kits directly to your customers, ensuring the best possible shipping rates
- **Service Calls and Truck Rolls**—auto-activated DTA equipment is online within five minutes after it's installed, eliminating the need for most activation calls and in-home visits by field technicians

To optimize the activation DTAs throughout your deployment, ARRIS NASRAC will continue to monitor the refresh rate.

Customized Information Exchange

AMT provides each cable operator that uses the DTA Auto Activation Service with customized information exchange. You provide AMT with periodic customer data, including account and address information, which AMT uses to provision and ship DTA kits. After AMT ships the kits, they provide you with DTA assignment data, which your staff can add easily to your billing system in advance of your customers receiving their kits.

Substantial Cost-savings Benefits

DTA Auto Activation Service's direct fulfillment model provides you with substantial across-the-board-savings.

Shipping Costs

While the cost to ship auto-activated DTAs directly to customers is, on average, higher than the cost to bulk-ship units to your warehouse, the total aggregate costs of shipping and provisioning DTAs are actually higher than direct fulfillment. These costs include truck rolls to customer homes for deployment and installation and staffing costs for your pick-up locations or storefronts. Taking these peripheral costs into account, direct fulfillment from the AMT warehouse is the most cost-effective way to deploy DTAs.

Activation Costs

Auto activating DTAs through AMT's direct fulfillment is only available to cable operators who work with AMT. This is a considerable savings over the average activation call, which typically costs \$8 or more. You also can save additional Call Center expenses such as staffing requirements and extra hours. Auto activation also greatly diminishes the need for truck rolls, which eliminates the need to hire additional installers and technicians.

For more information about DTA Auto Activation Service and how it can help your business, contact Phil Young at AMT at 1-888-293-5856 or via e-mail at pyoung@amt.com.



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