

# Your Single Source For Triple Play Testing



**SUNRISE TELECOM®**  
We Make Networks Work

One source for getting it right the first time.

fastest  
coolest

## Deliver new services. Get new customers.

Delivering triple play is not just about providing more options, more flexibility, and more choices. It's about delivering the great experience customers expect – and expectations are high. Customers want the fastest Internet access, the coolest video features, and the most reliable phone service. The more competitive the offerings, the more critical it becomes for providers to ensure the quality of the user experience.

At Sunrise Telecom, we continue to look to the future – seeking the leading edge of technology with our products and services while giving you the peace of mind that your networks will always perform as promised. Our goal is to help you roll out triple play voice, video, and data services quickly, economically, and confidently.

## Quicker installation of services

Getting triple play services to the home is one thing. Deploying them throughout the home is another.

The fact is, home networking has become more complex. The typical household has multiple television sets, computers, and telephones, all interconnected using a variety of wired and wireless technologies, some of which are more robust than others.

It's no wonder that 60-80% of home networks are not triple play ready.

Sunrise Telecom offers field-proven tools that automate the in-home testing process, identifying physical problems, providing solutions, and directing the technician's next steps. There's no need to interpret cryptic measurements or complex instructions; just follow the directions on the screen.

Service testing can be performed with the same test tools, enjoying the same ease of use, to ensure effective delivery of voice, data, and video.

That convenience delivers big benefits: easier integration of key components and faster installation of triple play services in the home.



*The rugged, handheld MTT test set helps technicians test the physical layer as well as triple play services all in one test set.*

reliable

## How Sunrise Telecom makes your network work

- Faster deployment of triple play services to the home
- Quicker installation of triple play services in the home
- Lower capital expenses and operating expenses
- Higher average revenue per user

voice  
video  
data

One source for getting it right the first time.

# performance

## Reduced expenses

Sunrise Telecom test tools cut the time it takes to complete an installation. So, you can handle more installations a day while still ensuring peak service performance and reliability, which in turn reduces costly revisits.

Your technicians can test infrastructure and services for the in-home network and the outside plant, all with the same tools. That reduces your capital expenses.

And, because Sunrise Telecom's triple play test tools are so intuitively simple to use, you gain greater workforce flexibility. You can quickly train installers, freeing your upper-tier repair personnel for jobs requiring their technical expertise and education. That reduces your ongoing operating expenses, while enabling you to fulfill orders quickly.



*The easy-to-use CM2000™ multifunctional test set reduces installation and troubleshooting times for DOCSIS® 2.0 networks while ensuring high quality of service.*

quality

# solutions



*The simple-to-use HIT guides technicians through the in-home installation process and helps them do their job right the first time.*

## Fewer repeat calls

With increased simplicity comes increased consistency in the field and improved reliability across your entire network.

You know that when services are turned on, they're really on, because both the services and the physical infrastructure have been tested to the home and in the home. And, all the results are recorded so they're available for tracking and quality assurance.

Sunrise Telecom test tools save you time and money when deploying triple play.

quickly

One source for keeping it right all the time.

# satisfaction



## Satisfied customers are loyal customers.

It seems like every day, competitors are entering your market and bombarding your customers with special offers. Your customers are migrating, consolidating, switching providers.

You want to keep your customer base. But, you also want to maintain the integrity of your brand by not commoditizing your enhanced services.

One clear path to customer retention is delivering more services at a lower cost, increasing your value to your customer. Another is delivering an outstanding customer experience, every time, all the time. Both paths require rigorous testing before, during, and after installation and delivery of triple play services.

If you're rolling out bundled voice, video, and data services, there's no time to get it wrong. You need proven, field-tested solutions that help you deliver services quickly, efficiently, and accurately.

Sunrise Telecom helps you get it right the first time, every time.

## Delivering accuracy

The slightest impairment on your IP network can ruin your customer's experience. And when your network delivers triple play services, those impairments are infinitely more critical. Network complexity and the need to integrate new services with existing systems create unique challenges. Sunrise Telecom gives you the tools to routinely test service delivery quality, so you can quickly resolve threats to service revenue and maintain Quality of Service throughout your network.

## How Sunrise Telecom makes your network work

- Faster fulfillment of orders
- Quicker repair of services and infrastructure
- Reduced customer turnover due to service-based issues
- Fewer callbacks



## Faster repairs

Comprehensive one-button automated tests enable your technicians to pinpoint, identify, and correct the cause of a failure quickly and efficiently. That speeds up your ability to respond to service issues, preventing minor problems from turning into major issues or even lost customers.

Because your technicians can successfully diagnose and repair problems in less time, they can get more done every day. So even your scheduling department benefits from your improved operational efficiency.

The result: your customers experience earlier appointments, shorter wait times, and faster activation of services.

## Fewer truck rolls, lower churn

More accurate installation certifications and repairs mean fewer technical support calls and costly repeat visits. Getting it right the first time translates directly into more-satisfied customers who have less reason to switch providers.

In addition, by providing consistently superior services – whether it's voice, video, or data, delivered across fiber, twisted pair, or coax – you optimize your value to your customer at every touchpoint. And, a satisfied customer is likely to be a retained customer, no small achievement in an industry where customer turnover averages 30%.

Higher quality of service, higher customer satisfaction. Fewer service calls, lower customer turnover. No matter how you look at it, Sunrise Telecom has the innovative test tools you need to support your expanding world of triple play.

Fewer truck rolls,  
lower churn

# One complete line of triple play test solutions.



**HFC:**  
**CM2000™ Cable Modem  
Network Analyzer**

This comprehensive installation, service, and plant verification solution for DOCSIS® 2.0 networks features an intuitive, Windows®-based user interface.



**Copper:**  
**MTT™ ACM II Chassis**

This rugged, easy-to-use test set is designed to qualify copper cables for all DSL technologies. Part of the MTT modular handheld platform, the MTT ACM II provides field technicians with a broad range of triple play test capabilities.



**DSL:**  
**ADSL2+**

This module plugs into the MTT test set and delivers fast and efficient ADSL, ADSL2, and ADSL2+ service verification, making it the ideal field tool for Tier 1 service technicians.



**DSL:**  
**VDSL, VDSL2**

These modules plug into the MTT test set and test VDSL and VDSL2 transmissions for triple play deployment over hybrid fiber/copper FTTN and MDU architectures.



**Fiber:**  
**MTT™-35 OTDR**

This module plugs into the MTT test set and provides the industry's first and smallest Optical Time Domain Reflectometer, an essential tool in the installation and maintenance of fiber optic cable.



**Home Wiring:**  
**MTT™-41 FTTN**

This module plugs into the MTT test set and simplifies installation and verification at FTTN premises, including VDSL, HPNA, RF SLM, and home wiring verification functionalities.



**Data:**  
**DSL Modules**

The ADSL2+, VDSL, and VDSL2 modules plug into the MTT test set to deliver fast and efficient service verification.



**Voice:**  
**VoIP Test Suite**

This software option is available for use with plug-in modules for the MTT test set, combining VoIP and DSL testing in a single package.



**Video:**  
**IPTV Test Suite**

This software option is available for use with plug-in modules for the MTT test set, combining IPTV and DSL testing in a single package.



**FTTN:**  
**HTT™**

The Home Test Toolkit is an all-in-one test set for VDSL, HPNA, Ethernet, 802.11x wireless, POTS, and home wiring.



**Home Networks:**  
**GTT™**

The GTT tests and verifies home networks, with "go/no-go" routines for Ethernet, 802.11x wireless, POTS, and home wiring.

For more information, please call:  
1.888.242.7077 or visit  
[www.sunrisetelecom.com](http://www.sunrisetelecom.com)



**SUNRISE TELECOM®**  
*We Make Networks Work*

[www.sunrisetelecom.com](http://www.sunrisetelecom.com)

Specifications subject to change without notice.  
All product and company names are trademarks of their respective corporations.  
Sunrise Telecom San Jose, Modena, and Taiwan facilities are ISO 9001 certified.  
©\_0067\_TriplePlay\_Brochure