



NGB service allows dial-up users to taste cable broadband

By Brian Santo, CED

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Next Generation Broadband (NGB) has introduced a new service that enables an MSO to offer potential high-speed data customers the option to sample the service on a pay-as-you-go basis.

NGB's Pay As You Go Broadband enables potential subscribers to purchase access time on a per usage basis. The system features built-in session management, tracks customer time usage, automatically notifies the customer when the time limit is being reached, and allows the customer to "top up" their account at any time.

NGB said the system requires no major changes to an operator's existing infrastructure and can be deployed in three months.

That such a service exists is a nod to the reality that the HSD market is approaching saturation, making it harder to grow the HSD business. NGB's offering is designed explicitly to entice dial-up users to try cable HSD. DSL providers have been getting the lion's share of dial-up users trading up; this is presumably because of the price-sensitivity of those consumers.

Cox Communications recently elected to use NGB's network-based Auto Install product.