

CUSTOMER SUCCESS STORY

# Cable Bahamas Uses Sandvine to Plan Capacity



## Sandvine Business Intelligence takes the guess-work out of capacity planning

In The Bahamas, international connectivity is the foundation of local commerce, and is as important to the country's existence as air and sea travel. In 2013, to improve service, Cable Bahamas increased Internet service speeds by a factor of five. For the first time, residents could enjoy speeds of 70mbps and businesses up to 500mbps.

To accurately plan out the future capacity required to accommodate the new service speeds, Cable Bahamas relied on Sandvine Business Intelligence to understand subscriber and network bandwidth usage trends.

### Bandwidth Usage Trending

Knowing that higher speeds would naturally consume more capacity, Cable Bahamas wanted to anticipate the future demand.

Sandvine revealed that, with the introduction of the faster speeds, bandwidth usage had risen from 23 to 28 terabytes of data per month, or an increase of about 20 per cent.

### Capacity Expansion Insight

By reviewing detailed operational and trending reports from Sandvine in the weeks following the introduction of the new service speeds, Cable Bahamas determined that they needed to increase their international capacity connectivity by about 220 per cent to continue to provide excellent service well into the future.

### Next Level Planning

*"Sandvine's Business Intelligence products take capacity planning to the next level. Rolling out new service tiers or increasing bandwidth share is derived from a thorough understanding of the usage trends and demands on our network today."*

*- Blaine Schafter  
Vice President of Information and Telecom Systems*

### About Cable Bahamas

Cable Bahamas offers cable TV, voice, and Internet services for The Bahamas. The company provides services to 99 per cent of the Bahamian population.



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