



NEWS RELEASE

NETSCOUT Helps Reduce Fiber-to-the-Home Costs and Customer Churn

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DPI-Enhanced Observability Generates Insights that Deliver Exceptional Customer Experiences

WESTFORD, Mass.--(BUSINESS WIRE)-- NETSCOUT® SYSTEMS, INC. (NASDAQ: NTCT), a leading provider of observability, AIOps, cybersecurity, and DDoS attack protection solutions, today announced its solutions to support cable providers and multiple service operators (MSOs) in improving their ability to deliver an exceptional customer experience while reducing costs.

Competition is driving the development of new methods for delivering content more efficiently and effectively. Streaming entertainment, gaming and interactive content, and home automation continue to drive demand for high-speed, scalable, resilient Internet infrastructure as the number of Internet of Things (IoT) devices worldwide is expected to increase from **19.8 billion in 2025 to more than 40.6 billion by 2034**. This demand continues to fuel the need for bringing more fiber to the home (FTTH), a market estimated at **\$56.03 billion in 2024 and projected to grow to \$110.44 billion globally** by 2030.

"DPI-enhanced observability plays a critical role for cable providers and MSOs as they seek ways to reduce operational costs and retain their customers," said Paolo Trevisan, AVP, product management, NETSCOUT. "Providing curated smart data that is high-quality and low cost enables AI and machine learning that reduces costs and improves operational effectiveness. This helps empower AIOps and NetOps teams with capabilities they need to move from proactive postures towards preventative that can deliver the desired results."

Improving Customer Experience and Reducing Costs

NETSCOUT's Omnis™ AI Insights generates a high-fidelity, curated dataset to provide real-time network visibility,

ensuring a high-quality user experience for video streaming and over-the-top (OTT) services to help MSOs deliver better high-quality user experiences more cost-effectively. With the ability to proactively identify and resolve many issues remotely across disaggregated infrastructures, Omnis AI Insights helps lower operational costs and minimize disruption to customers by only sending technicians to subscriber homes when they are truly needed for problem resolution.

Supporting AI/ML processes, Omnis AI Insights automatically learns the various dimensions of the subscriber and helps detect unforeseen issues and security risks to provide MSOs with the metrics they need to deliver an exceptional experience. The solution also helps cable providers and MSOs predict and avoid future service outages, pinpoint how many subscribers are impacted by service degradations so they can prioritize and streamline support efforts, support high-performance applications like online gaming, and deliver on their service-level agreements.

Using deep-packet inspection technology (DPI) to enable FTTH success by simultaneously driving down costs and improving the customer experience is an essential paradigm in this competitive landscape for content delivery in the home. It also provides cable providers and MSOs with new innovative ways to examine and analyze customer experience metrics from other meaningful network elements that ultimately can be the difference between keeping happy customers and customer churn.

Visit our **Fiber to the X and distributed access architecture webpage** to learn more about how NETSCOUT helps cable providers and MSOs achieve their business goals or speak with our experts at **SCTE's TechExpo (booth D412), Sept. 29-Oct. 1 2025**.

About NETSCOUT

NETSCOUT SYSTEMS, INC. (NASDAQ: NTCT) protects the connected world from cyberattacks and performance and availability disruptions through its unique visibility platform and solutions powered by its pioneering deep packet inspection at scale technology. NETSCOUT serves the world's largest enterprises, service providers, and public sector organizations. Learn more at **www.netscout.com** or follow @NETSCOUT on **LinkedIn, X, or Facebook**.

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Editorial Contacts:

Chris Lucas

NETSCOUT Systems, Inc.

+1 978 614 4124

chris.lucas@netscout.com

Chris Shattuck

Finn Partners for NETSCOUT

+1 404 502 6755

NETSCOUT-US@FinnPartners.com

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