



Incognito and ASSIA Announce Partnership for Proactive Wi-Fi Management

Joint Wi-Fi diagnostics and optimization solution for all home broadband devices to be showcased at CableLabs Summer Conference 2018 in August

Vancouver, Canada and Redwood City, CA – July 31, 2018 – [Adaptive Spectrum and Signal Alignment, Incorporated \(ASSIA®\)](#), a market-leading supplier of broadband and Wi-Fi diagnostic and optimization software solutions to carriers and cable operators, and [Incognito](#), a global provider of device and service management solutions for digital service providers, today announced a partnership to develop integrated Wi-Fi management and optimization solutions to improve the digital home Wi-Fi experience and boost operational efficiency – allowing for proactive care and operations automation.

Backed by [industry first research from Analysys Mason](#), 70 percent of today’s technical support calls from residential subscribers are related to home Wi-Fi issues. As more connected devices, including unmanaged devices like Wi-Fi extenders are added, this brings a surge of “always-on” connections and increases the challenge of delivering a high-quality Wi-Fi experience in the home network. The burden is felt on customer care, network operations, and field engineering, highlighting the need for proactive solutions that can consistently optimize home Wi-Fi, while significantly reducing service provider operational costs.

The partnership leverages Incognito’s product capabilities in digital home experience management, home network analytics, and operations automation, together with ASSIA’s CloudCheck® software solution for Wi-Fi optimization, diagnostics, analytics, and machine learning to proactively manage and optimize quality of experience for residential customers. This partnership allows service providers to take advantage of ASSIA and Incognito software solutions to support a mix of agent and non-agent-based customer premise equipment (CPE), assuring coverage across their entire network. The partnership will provide a unified device hardware-agnostic solution that spans the service provider’s entire network.

At CableLabs Summer Conference 2018, Incognito and ASSIA will demonstrate a joint solution to MSOs that tracks historical Wi-Fi performance for both TR-069-based and legacy customer premise equipment (CPE) devices, continuously scans devices to determine optimal channels based on performance or speed, automates recommendations to improve QoE, and steers devices to optimal access points.

“The increased complexity of the home network is highlighting the opportunity for service providers to offer managed home Wi-Fi services with ever increasing broadband speeds. This highlights the need for automated proactive solutions to reduce call center actions, alleviate



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truck rolls, and deliver a great experience to their customers,” said Pete Koat, Chief Technology Officer at Incognito. “The Incognito and ASSIA partnership will provide a holistic solution to managing and optimizing home Wi-Fi before customer experience is impacted. By improving the home broadband experience while reducing operational costs, this means a win-win for service providers and their residential customers.”

“Service providers have been experiencing the benefits of the CloudCheck software platform for managing residential Wi-Fi for increasing customer satisfaction, reducing customer churn, and reducing operator OPEX,” said David Raun, President and COO at ASSIA. “They also want the benefit of a single integrated and unified set of tools for managing both agent-enabled devices as well as legacy CPEs. We are excited about the partnership with Incognito, which pairs ASSIA’s CloudCheck technology with Incognito’s Digital Home Experience Solution, including their proven Auto Configuration Server (ACS) and customer care tools for managing devices across the entire CPE install-base.”

About Incognito Software Systems

[Incognito Software Systems Inc.](#) provides software and services to help service providers manage and monetize broadband services. Over 300 customers worldwide, including Cox, Claro, Globe, Foxtel, and SingTel, leverage Incognito solutions to fast-track the introduction of innovative broadband services over fiber, LTE, and cable technologies, while delivering a great customer experience. The company is a division of the [Volaris Group](#), an operating group of Toronto-based [Constellation Software Inc.](#) Visit <http://www.incognito.com> or follow us on Twitter at [@incognito_sfwr](#).

About ASSIA

[ASSIA](#) is a trusted partner with the leading market share of management and optimization software solutions for global broadband and residential access networks. ASSIA’s [Expresse®](#) broadband system enables significant operational expense reduction for Internet Service Providers in the areas of subscriber care, of increased customer satisfaction, and of more connections upgrade to higher revenue-generating service tiers. ASSIA’s [CloudCheck®](#) Wi-Fi optimization software enables service providers and enterprises to deliver premium digital experiences over residential Wi-Fi networks. ASSIA has more than 100 million broadband households under contract worldwide. ASSIA is poised to help ISPs across the world as they upgrade their networks with next-generation G.Vector and G.Fast standards. For more information, visit www.assia-inc.com.

Expresse and CloudCheck are registered trademarks of Adaptive Spectrum and Signal Alignment, Incorporated.

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“ASSIA” is an acronym for “Adaptive Spectrum and Signal Alignment, Incorporated,” the Company’s registered legal name.

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