



# Cable Company Handles Growth, Cost, and Compliance

Cisco adds privacy protection to Cisco Network Registrar in four months to help Unitymedia satisfy privacy regulation.

Customer Name: **Unitymedia**  
Industry: **Telecommunications**  
Location: **Germany**  
Company Size: **1657 employees**

## Case Study

### Business Impact

- Simplified infrastructure for managing DNS and DHCP registration
- Reduced costs associated with scaling up customers
- Cost-effectively satisfied complex privacy regulations
- Helped ensure optimal customer experience

### Business Challenge

Unitymedia, headquartered in Cologne, is the second largest cable operator in Germany and a subsidiary of Liberty Global Inc. The company delivers broadband cable and integrated triple-play services to North Rhine-Westphalia and Hessen, the most densely populated area of Germany. The company has more than 4.5 million basic cable customers, including approximately 1.7 million digital TV subscribers, 1 million Internet subscribers, and 1 million telephony subscribers.

In 2009, Unitymedia was growing rapidly, and its legacy solution for Dynamic Host Configuration Protocol (DHCP) was reaching end-of-life. Software support from the vendor was also poor. It was time to find a new solution, and the company wanted a complete, robust solution from a single, trusted provider.

### Solution and Results

Unitymedia chose Cisco® Network Registrar because of its powerful usability and ability to scale. Today, the solution services three million devices, including cable modems, multimedia terminal adapters (MTAs), set-top boxes, and computers. The old system supported only about 100,000 devices per cluster, which would have forced Unitymedia to divide its network into 20 clusters to support its long-term customer growth forecast. Because Cisco Network Registrar supports up to two million IP nodes on a server, the company was able to configure 500,000 devices per cluster and set up only 12 clusters, achieving cost savings and simplifying ongoing management.

In October 2010, Unitymedia approached Cisco with a requirement to suppress reporting associated with a lease after a short, configurable period of time, a feature necessary to satisfy new German privacy regulations. In only four months, Cisco worked with Unitymedia to gather the requirements and added the feature, enabling Unitymedia to cost-effectively satisfy the regulation in early 2011.

Cisco Network Registrar supports the rapid deployment of DOCSIS 3.0-based services, as well as the deployment of IPv6 to all customers during 2012. The reliability of the solution is also helping Unitymedia achieve its primary goal of delivering an excellent customer experience.

**“Unitymedia is experiencing strong growth and needs a stable and trusted partner for our high-speed Internet services. Cisco delivered an excellent privacy protection feature in record time, allowing us to satisfy the complex regulations in Germany relating to privacy and customer data.”**

— Mahmut Yucel, Sr. Engineer Voice and Data, Unitymedia

### Call to Action

To find out more about Cisco Prime Network Registrar, the latest release of this product, go to:

<http://www.cisco.com/go/networkregistrar>