



Services + Solutions:

## Cable MSO

Discover what Essentia can do for your deployments:



UNDERGROUND  
DEPLOYMENTS  
**6 MONTHS  
FASTER**



AERIAL  
DEPLOYMENTS  
**60-90 DAYS  
FASTER**



BREAKTHROUGH INNOVATIONS: [ESSENTIA-INC.COM](http://ESSENTIA-INC.COM)

About:

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# Defining Essentia. Redefining Cable.

**Who:** We are the experts you trust to deliver first.

**What:** We design & build turnkey outdoor & indoor networks with unrivaled quality and record-setting cycle times for Cable, Telecom, Enterprise & beyond.

**How:** By delivering tech-enabled infrastructure services including drone data capture, drawing automations, and machine learning – all powered by our proprietary eSpeed Technology Platform.

**Why:** Because legacy manual processes are inefficient and error prone. We want our team to focus on the next breakthrough innovation, not tedious tasks.



Based in Charlotte, N.C., Essentia has planted roots across the country, with remote offices and teams united by a dynamic culture. We remain entrepreneurial at our core, taking a Silicon Valley-inspired approach to disrupt the communications industry.



# Services + Solutions

With decades of experience supporting MSOs, Essentia has now sharpened its focus on the Cable space, utilizing our trademark approach of rethinking status quo tools and workflows.

## Outside Plant Technical Services

- eSpeed aerial & underground plant engineering
- Fiber construction
- Project Management
- Construction Coordination
- Fiber Splicing
- Wireless engineering & implementation
- Drone-Enabled Services
  - Cable Plant Preventive Maintenance
  - Pre-/Post-OSP Construction
  - Power Supply Discovery

## Inside Plant Deployment:

Our experienced, in-house team performs the following:

- Network wire management including cable installation, infrastructure support, RF combining, Optical distribution
- Essentia in-house deployment teams with years of cable industry experience
- Staff augmentation (Technicians & Engineers)
- Deployment of services to support:
  - Node Segmentation
  - DOCSIS CMTS installation
  - Advanced & Legacy video
  - Capacity and bandwidth management
  - Performance optimization & troubleshooting



# eSpeed Technology Platform

**eSpeed defined:** A set of different technologies — hardware, software, and tools - wrapped around efficient processes through proprietary programming and workflows.



## Why Speed Matters

There's no shortage of capable engineering and construction outfits to handle your next project. Essentia possesses all of the core capabilities these companies offer, from fiber splicing to cable installation. But there's a big difference between us and them: the eSpeed Technology Platform. It separates us from the crowd by providing proven, far more efficient methods of completing these same critical tasks.

**With eSpeed, our clients are able to:**



**Compress cycle times:** eSpeed's digital field collection tools and automated workflows amount to a 10X workforce multiplier that enables time savings of 6 months or more.



**Elevate accuracy:** Upgrading beyond manual data collection eliminates tedious transcription and greatly reduces errors.



**Get to market faster:** Being quicker out of the gates means higher market penetration and locking out the competition. This leads to accelerated revenue generation, increasing your return on capital.



**Simplify budgeting:** A more consistent, predictable deployment adds up to numbers you can count on.



**Drive enterprise standardization:** Seamlessly implement engineering and design standardization so that you can deploy simple, highly effective repeatable processes.



**Grow your bottom line:** Whether you're maximizing stock price or enterprise value, there's no smarter way than eSpeed.





# Move at the Speed of

Our IoT-enabled solutions are deployed through our proprietary eSpeed Technology Platform. The upshot is enabling MSOs to modernize their network infrastructure, inside and outside the headend, with the speed and quality of execution never before experienced in the Cable industry.

**Connect and schedule a demo today  
to see how Essentia can do the same for you:**

- [essentia-inc.com/contact/](mailto:essentia-inc.com/contact/)
- [linkedin.com/company/essentia-inc/](https://www.linkedin.com/company/essentia-inc/)
- 484-798-7999

## Numbers to Know

 <b>42</b> <b>U.S. STATES</b> <small>WITH COMPLETED PROJECTS</small>	 <b>2000+</b> <b>NODES BUILT</b>	 <b>\$300</b> <b>MILLION</b> <b>PROJECTS TO DATE</b>	<b>9/10</b>  <b>CUSTOMER SATISFACTION RATING</b>
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## Expert to Know



**ESSENTIA LEADERSHIP:**

**RON VOUGHT** PRESIDENT, ESSENTIA'S CABLE MSO DIVISION

- 25+ years of experience in the Cable industry overseeing Technology, Engineering, Operations & Business Development
- Deployed leading-edge cable products and services for top MSOs with vast networks
- Track record of launching bold new initiatives from the ground up as well leading the optimization of existing programs

