

**Roundtable Discussion Topic: *Digital Home Evolution***

**Discussion Leader:**

Sahir Sait, Practice Director  
Pace Americas

**Abstract:**

Telco broadband providers have a wealth of actionable customer intelligence readily accessible to them through their device management solutions. However, few have leveraged this source of information to its potential, resulting in missed opportunities to up-sell value added services, increase customer loyalty, and drive ARPU improvements. Realizing the opportunities inherent in the use of hosted devices combined with the rich TR-069 data model, and leveraging these into actionable customer facing programs can provide a material advantage for Telco broadband providers over cable MSOs; most of which are still one to two years away from scaled deployments of similar programs.

**Discussion Leader Biography:**



Sahir has 10 years experience in telecom professional services, solution design and product development. As Services Practice Director at Pace, he is responsible for overseeing solution and application development at Pace's major accounts, with a focus on using device management systems, service management platforms and CPE firmware platforms to drive cost out of the business as well as increase ARPU. Over the past 2 years, he has also led Pace's efforts to explore leveraging the wealth of data collected by device management systems for marketing, diagnostic and planning purposes. Sahir has lead professional services engagements at a variety of Service Providers including AT&T, Verizon, British Telecom, Singtel, Windstream, TSTT, Multikabel and Iskon Internet.

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