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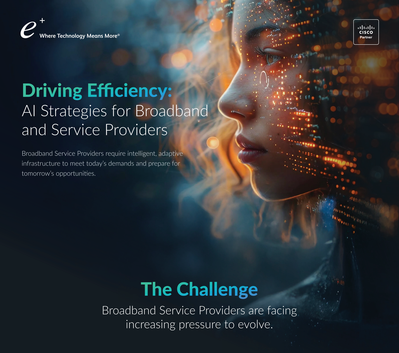


Driving Efficiency:
AI Strategies for Broadband and Service Providers

Broadband Service Providers require intelligent, adaptive infrastructure to meet today's demands and prepare for tomorrow's opportunities.

The Challenge

Broadband Service Providers are facing increasing pressure to evolve.

High Competition

Competition is high in this trillion dollar industry dominated by global leaders.[1]

Exploding Data Traffic

Data traffic is exploding, expected to reach 5.6 zettabytes by 2025, up from 4.2 zettabytes in 2023.[2]

Soaring Cybercrime Costs

Cybercrime costs are soaring, expected to reach $10.5 trillion USD annually by 2025.[3]

Meanwhile, customers want more.

87%

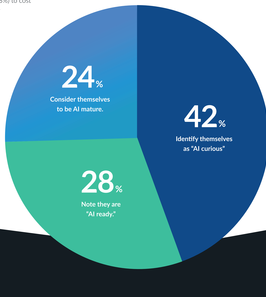
...of broadband customers rank Internet speed and reliability as their top priorities when selecting a provider.[4]

Meeting customer expectations is essential to reduce rising churn rates and keeping subscribers long-term. With all of the recent advancement in artificial intelligence, is AI the answer to meeting these evolving customer demands?

AI Adoption

While everyone is talking about AI, most companies are still in the early stages of their AI journey...

Yet, there are many challenges hindering full AI adoption, from skills gaps (41.8%) to cost (38.8%) and security (35.8%).[5]



The Solution

Follow These Strategies To Build an AI-Ready Infrastructure:

Set Clear Goals

Define what success looks like — from network automation to bandwidth optimization or improved customer support. Defining clear and specific use cases is critical.

Assess What You Have

Evaluate existing systems to identify what can help support AI today — and what needs an upgrade.

Start Small, Win Fast

Pilot AI in targeted areas like traffic control or predictive maintenance. Prove value early and scale with confidence.

Bridge Old + New

Use APIs and middleware to connect AI tools with legacy systems. No need for a full rip-and-replace of your entire current infrastructure.

Normalize Your Data

Clean and standardize data across sources so AI models work accurately and efficiently.

Govern with Confidence

Put policies in place for ethical AI use, data privacy, and compliance. Build trust inside and out.

Bring in the Experts

Partner with organizations with experience like ePlus + Cisco for end-to-end support — strategy, deployment, security, and optimization.

Setup for Success

ePlus can guide you on the AI adoption journey from beginning to end, from an initial assessment to identifying use cases, measuring risk to setting clear and attainable goals, production deployments to ongoing optimization.

Here is what sets us apart:

Proven Scale

Successfully connected over 650 locations in statewide broadband projects, exemplifying expertise in managing large-scale, secure, high-bandwidth networks.

Breadth of Expertise

ePlus brings a comprehensive portfolio — from AI and security to infrastructure, cloud, compliance, and collaboration — unmatched by most industry peers.

Deep Industry Knowledge

Many ePlus experts have firsthand experience working with service providers, giving them unique experience and insight into operational challenges.

Modernize Legacy Infrastructure

Seamlessly integrate AI into existing systems through embedded AI capabilities, avoiding costly replacements and disruptions.

Core-to-the-Door Capability

Unlike others who claim full-stack support, ePlus + Cisco truly deliver end-to-end network solutions — both backend and customer-facing.

Start your AI Journey with Confidence

Whether you're just exploring or ready to scale, ePlus offers guided support across every phase of AI adoption — from initial assessments and risk analysis to identifying practical use cases and driving production deployments.

Ready to Start Your AI Journey?

Book an assessment and talk to our experts to see how AI can address your specific challenges.

www.eplus.com/contact

Sources

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