



Join industry peers and experts to learn how you can unleash your smart home offerings

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Broadband Forum will host its upcoming USP Summit this September 11-15, 2023. Get insights and engage and learn with industry leaders and peers. Register here <https://www.broadband-forum.org/event/user-services-platform-summit-and-plugfest>

The possibilities available for ISPs to offer customers user services accumulate year on year. From delivering WFH solutions for remote workers, to creating an Extended Reality (XR) service for the launch of devices like Apple Vision Pro, opportunities are bountiful in the connected home.

Yet ISPs are faced with glacier-like upgrade and deployment cycles, stunting any new development. Fortunately, there is a route to managing the complex connected home environment that can deliver value and reduce costs.

The Broadband Forum's User Services Platform (USP/TR-369) simplifies software deployment and maintenance on Customer Premises Equipment (CPEs). Rapidly adopted by operators, USP provides a customizable, turn-key solution for adding Wi-Fi optimization and more to their overall service offerings, empowering ISPs like never before.

What's USP?

USP is a standardized protocol for managing, monitoring, upgrading, and controlling connected devices. The standard allows service providers, consumer electronics manufacturers and end users to perform lifecycle management of consumer connected devices.

USP has created an interoperable ecosystem for the connected home and is one of the fastest-growing standards for connected device management and control in the industry.

The latest release from Broadband Forum, USP 1.2, successfully integrated advanced capabilities of Wi-Fi Data Elements™ from Wi-Fi Alliance®. It delivered a multi-vendor multi-application environment that ensures it is leading the way ahead of other solutions in the market.

The power of USP

With the ability to deploy, implement, and manage all aspects of the home network, USP allows service providers to benefit from further home network optimization (particularly Wi-Fi), and deliver new broadband value-added services and smart home managed services.

USP unlocks a wide range of possibilities, from enhancing device management and security to providing personalised services and seamless upgrades. With USP, you can resolve remote issues more efficiently and create custom experiences based on user preferences. The USP Summit will showcase the transformative potential of USP through real-world use cases.

Industry leaders will share valuable insights, discuss their own experiences, and provide tips and resources for streamlined deployment. Attendees can learn about the challenges faced and how they were overcome, as well as the tools and resources available for streamlined



deployment. By attending the summit, you will gain knowledge to successfully implement USP in your products and network.

USP Summit 2023

Discover the powerful capabilities behind the scenes, explore the most impactful use cases, and find out who is deploying the standard at the upcoming USP Summit this September 11-15, 2023, at the UNH-IOL facility in Durham, NH, USA, with a remote/hybrid option for some features of the summit.

Engage with visionaries, innovators, and experts shaping software management's future. Suitable for operators and developers, you can learn from industry leaders who have successfully implemented USP. From captivating keynotes to interactive workshops, the USP Summit is the place to be for anyone interested in USP's potential. [Register today here.](#)