



Capacity and Sustainability

Reconnecting with Rincon Technologies

By Melissa Cogavin, Managing Editor, SCTE

Rincon Technologies has been a prominent figure in the cable market for 20 years this year, and the SCTE wanted to mark their big birthday with an interview with Sandie Brodier, Global Sales/Purchasing & Partnerships Director.

Great that you'll be at ANGA again this year, we are really looking forward to seeing you. What are you most excited about with this show?



Sandie Brodier, Global Sales/Purchasing & Partnerships Director

We are really excited to be seeing you too. Rincon will be exhibiting in Hall 7, booth G12 but you will be sure to see me at the SCTE booth connecting with fellow members throughout the show.

Human connection is always what I am most excited about at trade shows. Rincon is an ESOP (Employee Stock Ownership Plan - like a Partnership in the UK), this means that we are employee-owned, so we understand that each company is only as good as its people, and that relationships are best built and enhanced with real life interaction and shared experiences.

Rincon was founded in 2003 with a mission to reduce the time, cost, and environmental impact of building telecommunication networks. This means that everything we've done and built since our founding is designed to achieve that mission.

Can you give me an example?

Yes - one of the primary ways we've helped our operator customers is through designing and implementing Investment Recovery programmes that centre around upcycling network assets. Specifically, the buying and selling of network equipment. Although we have software that helps us connect buyers and sellers, we know the real magic is made by the personal connections we have from over 20 years in the industry, many of which started at tradeshow and events like ANGA COM.

For cable in Europe – there is no question about that.

ANGA COM is THE most important trade show in Europe for the Cable Industry and a perfect size show to get to spend time both with existing customers and partner vendors and meet new ones, especially with the new ANGA 2023 format including an International FTTH Summit and a new Theme Day Fiber & Municipalities.

What are some of the 2023 Cable Network and Headend trends you are expecting to discuss?

The call for increased network speeds and capacity will be a recurring yet always hot trend.

It's an ongoing debate as well; we cover it a lot in Broadband Journal...

At Rincon Technologies, we understand optimising cable networks to keep pace with the demand for more bandwidth and faster speeds is nothing new.

What has changed—and what will make expanding the network more challenging than it's ever been—is the myriad of current and emerging options to grow the network and optimise headend support.

Whether they optimise their current technology with DOCSIS 4.0 FDX and/or ESD/FDD upgrades or choose the revolutionary DAA & PON technologies, we will be able to help as a channel partner to a plethora of OEMs like Vecima, Infinera amongst many and through our line of fully compatible Third-Party Optics covered with a lifetime warranty and that are next-generation network ready.

And the second?

That'll be how we can help MSOs achieve Net Carbon Net 0% by 2030 to 2040, and the necessary reduction of the environmental impact of deploying and maintaining a telecommunications network

Glad to hear it – sustainability should be a priority for all attendees at this show. We can't afford for it not to be anymore.

Yes I think so too. While MSOs focus on choosing the “right” path for them for the future of their network, my Rincon Team will help upgrade and maintain their existing network the green and OPEX-saving way as well as handle their surplus assets valuation to help generate cash while getting closer to their 0% to landfill targets.

Indeed, product life cycling thinking is inherent in our business activity and Rincon keeps equipment in use for as long as possible, through various programs that follow a formal circular economy strategy. Our programs assist our customers by selling surplus assets to economically upgrade their networks. This reduces operating, hardware, and environmental costs of high value and non-depreciated assets, while extending the life cycle of existing hardware in accordance with the ISO 9001:2015 International standard.

Indeed, the global telecoms industry faces critical challenges in the fight against climate change and the drive to introduce a more circular economy. Tell us about your investment recovery programmes as the basis of your circular-economy model.

Let me give you an example. Rincon successfully designed and executed an Investment Recovery programme for a large tier 1 MSO. The programme includes the collections, cataloguing, testing, storing, and remarking of data networking and headend surplus equipment that would otherwise be recycled. The successful execution of this programme generated tens of millions of dollars, saved millions in operating expenses, and dramatically reduced the environmental impact by keeping these assets in service.

How do you implement this?

There are two key aspects to these programmes; the first is its “3R” service, which involves the Re-Deployment, Re-Marketing, and Recycling of surplus assets that are owned by customers. Implementing this service creates cost savings by reducing the operating costs associated with these assets.

The other aspect to this programme is that Rincon allows these customers to purchase hardware (used and new) as well as services from the customers' share of the revenue that is generated in the Re-Marketing and Recycling of the assets. This partner has saved over \$5million USD in Capital Expenditures during Q1 2023 alone, by utilising the cash generated from selling its assets to purchase green market hardware supplied by Rincon.

How do you measure success in this area?

We have remarketed 100,658 surplus assets since 2015 with this very programme and it is one of many.

We are always excited to discuss purchasing surplus assets from customers, whether they are New In Box, from cancelled projects or whether they have recently been decommissioned.

Tell us about the Remarketing part. Why buy 'Previously Enjoyed' assets from Rincon and what's in your catalogue?

Bottomline, our green market hardware has similar quality as new from the OEM (our failure rate is less than 1%), the cost

savings are dramatic (often 90% off list) and most importantly in the current environment we can provide hardware with no lead times.

Well I'm sold. That is very compelling.

It's quite something isn't it? Historically, customers have come to us when they have exhausted their capital budget for the year or when their OEM of choice experiences delivery delays or extended lead times. In the past couple of years with production delays driven by the chip shortage and lead times further extended with shipping delays we've seen our sales soar.

This is because operators have turned to us to fill in the gaps by purchasing hardware that we have on hand, in inventory, tested and ready to ship the same day. I've personally been involved in transactions where we helped an Operator bridge a 53-week delivery gap from a leading OEM.

Once we build a relationship, our customers realise that not only do we save them time, but also CAPEX/OPEX, as well as saving CO₂ emissions; all this without sacrificing quality as our ISO certified process and decades of relationship keep our RMA rate below 1%.

There was an obvious opportunity for you to exploit, good for Rincon.

This is how we came about creating multi-platform "Hardware as a Service programme", helping Operators around the globe build spares and minimise or entirely avoid costly OEM maintenance fees on platforms as varied as:

- CMTS Cable Headend like the Arris E6000s, Cisco CBR8s, CASA Systems C100G, Harmonic
- Core/Backbone Routing and switching equipment like the Cisco ASRs & Catalysts, Juniper MX & EX
- Optical Transport/Transmission like the Nokia 1830PSS, Ciena OME6500, Cisco NCS, Adva, Fujitsu, Adtran, Aurora/Arris
- IP/Storage/Servers (Netapp, HP, Dell, Arista, Aruba)
- Outside Plant
- MPEG encoders/satellite receivers
- Antennas/Base stations/Radios like Kathrein, Andrews, Commscope



You've had a great career at Rincon Sandie, and you must have seen a lot of changes in the industry over the years. What stands out for you the most?

As an industry, we went from being referred to as a "grey" network equipment supplier, with a connotation of providing old and dusty legacy equipment to being referred to as being the most viable long term "green" hardware solution to help reduce OPEX as well as environmental impact. Why simply recycle, when you can upcycle with Rincon! The quality and importance of the solutions we provide is finally being celebrated and it feels awesome!

Plus your sustainability commitments, which are clearly evident.

In addition as the company grows, we are not only making an impact on climate change but as an employee owner I'm seeing the value of my shares in the company increase. It's a moral and financial win for me and the best part is I get to work with my friends (customers and co-workers). So, the direct answer to what stands out, is the relationships I've made and the impact Rincon has been able to have on its employees, its customers and the environment.

It certainly does sound like a win Sandie – congratulations to you all at Rincon and happy 20th birthday – see you in Cologne!

