



# IP Video Lifecycle Solutions



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## Delivering Value across the life of your IP Video Services

Mariner is a leading provider of IP Video solutions and services. Mariner's IPTV Lifecycle Solutions combine unique integration tools and practices which leverage over 10 years of IPTV development, integration and operations experience - including the most advanced IPTV technologies and systems in the industry today.

Whether you are planning an initial launch of IPTV or upgrading an in-service system to offer HDTV or DVR, you can avoid critical integration problems and reduce project risk with Mariner's Lifecycle Solutions. We offer a comprehensive suite of IPTV consulting and development services, backed by proven integration techniques, and a track record of successful innovation in IP Video Solutions, critical OSS such as IP Video Service Provisioning, Testing and Troubleshooting.

## IP Video Lifecycle Framework

The Lifecycle Framework offers a comprehensive set of services and solutions:

### Service Planning:

Operational Assessment and Service Design, including an IP Video Launch Guide with benchmark and baseline data, workflow templates, and test plans.

### Program Management:

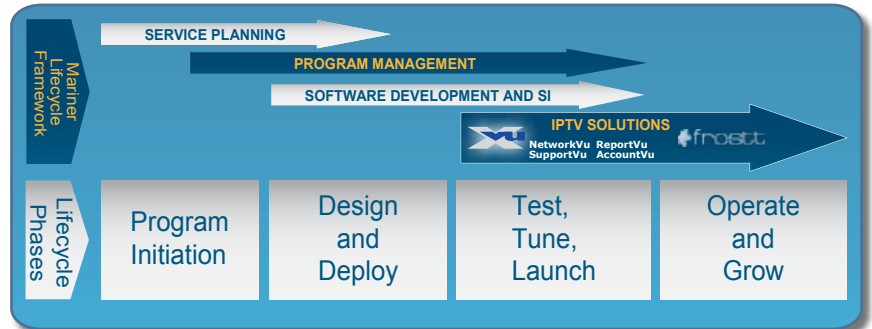
Comprehensive program management – process, network, systems and applications, including project templates and “how-to” (and “how-not-to”).

### Development and System Integration Services:

IP video integration services across the ecosystem – middleware, set-top box, digital rights management, VOD and OSS support – including trial support and integration of these sub-systems into production systems.

### IPTV Technology Innovations:

A balanced consideration for both technology innovation and learned best practices is core to our IP video solutions.



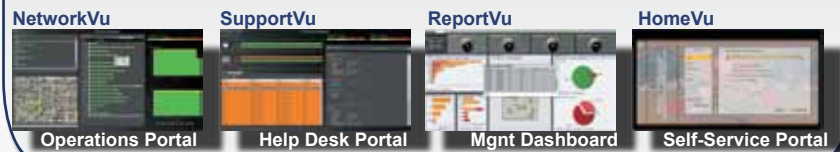
## IPTV Solutions

Mariner offers powerful integration testing and de-bugging tools that give you instant feedback on the service in your lab – and across the entire network – including every single set-top, and tell you what is working – and what is not working. Our integration testing tools are now being used by industry leaders to verify and troubleshoot their middleware, set-tops, Access Networks, and Home Networks.



### xVu™, “customer-centric” IPTV Service Monitoring Solution

xVu incorporates customer quality of experience (QoE) in a non-intrusive, service monitoring solution. HomeVu, the in-home TV-care component, offers an intuitive troubleshooting application that allows viewers to use self-help diagnostic tools to independently investigate and resolve video service delivery issues through the TV screen.



### An IPTV Application Platform, merging the gap between TV & Internet

The **frostt**™ platform delivers an enhanced viewer portal that maximizes the interactive TV experience. **frostt** fuses the power of Web 2.0 and IPTV technologies. It delivers a highly engaging TV experience. **frostt** maximises service profitability with impactful self service functionality, targeted ad insertion, and the capability to capitalize on over-the-top (OTT) applications such as social networking sites.

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### About Mariner

Mariner is a leading provider of innovative IP video solutions and technologies that deliver unique value to the expanding IPTV industry. Mariner's flagship TV care product, **xVu**™, specializes in Next-Gen IPTV service monitoring. Mariner's **frostt**™ platform delivers interactive TV, social networking and self-service capabilities to the TV in a highly compelling viewing experience. Mariner enables service providers to successfully deliver and operate advanced entertainment services in today's complex, competitive IPTV marketplace.

# IP Video Lifecycle Framework – leveraging over 200 years of experience

Mariner works with Telecom Operators and their ecosystem vendors through the lifecycle from project planning to operations. Mariner's consulting and integration services and tools speed both integration and testing.

## Service Planning

Impact assessment and Solution Design:

- Impact evaluation of, and solutions design for, the introduction of IP video services into the network, OSS/BSS systems and the organizational processes
- Proven baseline templates for service, processes, and technology design
- Key metrics for cost and performance measurement and improvements

Operational Readiness Assessment:

- Assess pre-launch readiness of technology, systems, and processes
- Verify organizational performance and the customer experience against benchmark readiness criteria
- Evaluate objectively the prioritization for all identified gaps

## Program Management

Experience, tools, and seasoned professionals to help avoid the pitfalls of service introductions:

- Integrated project management for network, systems, and applications
- Proven project management and integration practices
- Integrated industry-leading quality assurance techniques and repository of test cases

Library of over 3000 use cases, failure modes, and corrective solutions.

## Development and SI

Mariner has developed in, or integrated with, most of the major middleware, VOD and set-top box platforms. Projects include:

- Design of head-end system for Tier 1 carrier
- Design and development of IP PVR for classical IGMP deployment
- Development of electronic program guide
- Integration of middleware to VOD server
- Porting browser and DRM client to SOC set-top box platform
- Development and delivery of user interface for content processing vendor
- Development of re-usable interfaces to provisioning and billing systems

The IP Video Innovation Center offers skilled resources, access to infrastructure, labs, networks, and other necessary IP video assets.

## IPTV Technology Innovations

### xVu™ Service Assurance

The **xVu™** platform is a revolutionary service monitoring platform offering the following benefits:

- Reduce call volume and churn with proactive service management
- Benchmark on-going service improvements
- Reduce mean time to repair (MTTR)
- Decrease repeat troubles
- Improve first call resolution
- Eliminate unnecessary truck rolls
- Improve service levels
- Accelerate time-to-market

### Lab Accelerator

The Lab Accelerator is a framework for IPTV service test labs:

- Accelerate new service introductions through proactive service monitoring
- Build automated stress test scripts
- Accelerate diagnostics of service introduction issues
- Accelerate root cause analysis investigation involving multiple vendors

### frostt IPTV Service Acceleration

**frostt** delivers a rich and sophisticated interactive viewer experience. Service providers can deploy a "web" architected platform that leverages existing IPTV investment and enables low cost, low risk service innovation:

- Leverage existing support services and standard interfaces
- Integrate simply with existing IPTV ecosystems
- Compartmentalize change to allow rapid and low risk service deployment

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