



keep your viewers happy

Case Study

IP Video Innovation Center

Call us now at 1.888.674.4788 or visit www.marinerpartners.com

Case Study Product Innovation Leads to Revenue Opportunity

Opportunity / Challenge

IPTV product sales can be a long and expensive process. Flawless execution is crucial at every step to ensure success.

One of our IPTV product partners was at a critical stage in their sales cycle. To seal a deal with a strategic reference customer, they needed to drive home their product's unique value - revenue generating opportunities, seamless integration to the customer's existing service, and enhanced services that would capture market share. With an executive customer presentation a week away, they realized that a basic product demo and presentation material were not enough. They needed to **show the "wow" factor**.

Solutions and Scope

Enter Mariner. Leveraging our experience in the converged solution arena and our skills in rapid application development, we **integrated wireless, text messaging** and IPTV technologies. We created a prototype that would allow a cell phone user to send text messages to the TV, either from a predefined list or using free form text. We designed, coded, integrated, tested and delivered a working prototype.

And from concept to final delivery, **we did it in a week**.

The implementation of this functionality required the team to understand and modify the middleware capabilities and to rapidly understand the mobile communications technology involved. The broad experience in our team allowed us to quickly marry these two technologies to provide the converged solution. Ultimately, the team was able to meet this aggressive development timeline while integrating the demo into the product thereby enhancing the presentation.

Results

The demonstration performed flawlessly. The customer was able to instantly see the potential power in converged applications for their business. A working prototype showed clearly that such applications are real and available now. And our partner was able to demonstrate product adaptability, technical feasibility and customer responsiveness in a way that no simple powerpoint presentation program ever could.

Bottom line: A successful presentation, an impressed customer and a leap forward for our partner in a key sales opportunity.

... demonstrate product adaptability, technical feasibility and customer responsiveness ...



About Mariner

Mariner offers a full suite of services and solutions developed specifically for the needs of the IP video industry: Lifecycle Framework (planning, development and SI), IP Video Innovation Center, and xVu; the service assurance solution. Capabilities that are industry proven since our first IPTV developments in 1999, which was the world's first commercial service launch. From program management and software integration to remote development, Mariner's team helps the IP video industry ecosystem of middleware vendors, set top box vendors, conditional access vendors, infrastructure vendors and Service Providers to successfully meet the unique IP video challenges.

