



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 Competitive IPTV HD Service

Opportunity / Challenge

The Customer, an IPTV Service Provider, needed to maintain their leadership position in the market and saw a High Definition Television (HDTV) service offering as an opportunity to improve market share. They enlisted the core development team of Mariner to create an IPTV HD offering that provided a competitive edge.

Solutions and Scope

A major feature development project was initiated in order to implement an HD IPTV solution on a new set-top-box (STB). The project was initially anticipated to last 9 months, however, due to market pressure, **the client required it in 5 months**. Completing this project while meeting the Customer's aggressive timeline required a well-defined development methodology. The development methodology was based on a modified Rational Unified Process (RUP), and was overlaid with an iterative feature development cycle. These iterations allowed us to deliver early releases to the Customer so that they could stage, implement and trial the releases with a small sub-set of customers. These early iterations allowed the team to focus on high priority features and key priorities based on real life feedback from the Customer. This real life customer feedback inspired our team to heroic efforts.

Mariner played the following key roles:

- Direct customer and partner interactions
- Project Management
- Requirements Analysis
- Architecture and Design
- Development and Testing

Ultimately, all deliverables produced by the team met or exceeded the performance criteria established by the Customer.

Results

The Customer was able to aggressively market their IPTV product and gain additional market share and revenue. Within two months, their IPTV HD service had a **take rate exceeding their original projection**.

... aggressively market their IPTV product and gain additional market share and revenue.



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.

