



ReportVu

Management Insight Solution



Delivering Management Insight

Mariner believes in the adage, "If you can't measure it, you can't manage it." ReportVu is the management toolkit in the xVu™ suite, Mariner's flagship IPTV service assurance solution suite of products.

Product Overview

ReportVu is one of five task purposed solutions that compose **xVu**, Mariner's IPTV service assurance suite. ReportVu provides a comprehensive "customer-centric" view of IPTV service usage and performance. The ReportVu toolkit consists of two components: the ReportVu Data Repository and the ReportVu Dashboard.

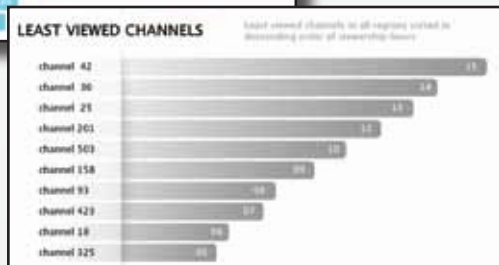
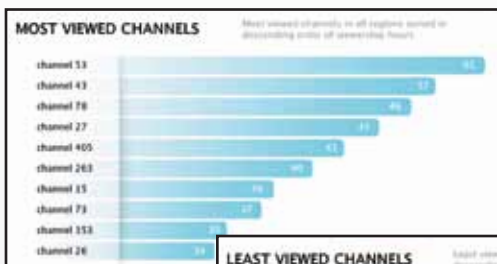
Business Benefits

Call at risk customers, before they call you!

ReportVu provides insight into customer viewing habits and overall TV performance, enabling:

- A focus on continuous improvement
- Clear visibility into TV performance; "at risk" customers
- Insight into content viewership and quality of experience
- Potential advertising-based revenue streams through user activity/statistics

Most Watched Channels (Report)



Least Watched Channels (Report)



Core Service Features

- Detects issue patterns and correlates them to key operational metrics.
- Demonstrates trends across various key performance indicators of overall IPTV service health.
- Collects customer-focused service metrics, including subscriber service uptime to the nearest second.
- Flags "at risk" customers for proactive service management.
- Evaluates service metrics following functionality upgrades or content changes.

Sample Reports and Analytics

- Customers at Risk
 - Top 100 customers at risk with most disrupted minutes
- Analytics Dashboard that records, and compares to benchmark:
 - Channel Viewership metrics
 - Total Service Uptime for the week
 - Average Mean time between reboots
 - Average Frequency of reboots
 - Top channels in error
- Content (Video Assets) Performance
 - Top impaired channels and associated disrupted minutes
 - Channel Transport impairments (HD, SD, etc.)
- Service Performance of Technology Assets
 - Listing of access points (DSLAMs) with most disrupted minutes
- Service Usage
 - Most viewed Broadcast channels for the week



ReportVu Capabilities Overview

The ReportVu toolkit consists of two components:

- ReportVu Data Repository
- ReportVu Dashboard and Reports

ReportVu Data Repository

The *ReportVu Data Repository* provides the capability to run offline reports or queries against a separate **xVu** database instance using 3rd party analytics/reporting tools. With licensed access to the ReportVu reporting database, users are able to run ad hoc queries or regular reports without impeding the performance of the **xVu** production database used by the real-time applications. The *ReportVu Data Repository* Option includes the following:

- Tuned Data extract/archiving software to transfer **xVu** data from the **xVu** production database to a separate **xVu** reporting database instance.
- Documentation of the **xVu** Reporting Database Dictionary and sample queries.
- Access to summarized tables that provide rolled up summations for key data.

xVu™ Delivers Proven Results

Service providers using xVu have realized:

- Over 20% reduction in blind (dumb) truck rolls.
- Improved 1st call resolution.
- Over 60% improvement in IPTV network performance in less than 6 months.
- The ability to grow their IPTV customer base while keeping head count and operational costs constant.
- Payback on service assurance investments in 12-18 months.



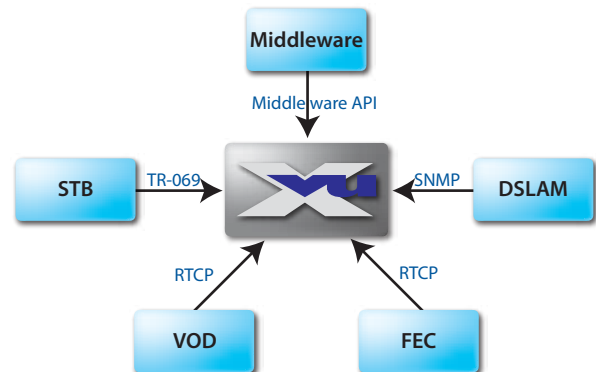
ReportVu Dashboard and Reporting

The *ReportVu Dashboard and Reporting* is a basic business intelligence application tuned to take advantage of the ReportVu Data Repository. This is an optional package which includes the following:

- The ability to schedule and automatically distribute basic reports in various formats:
 - Output in HTML, PDF, XLS, RTF, SWF, ODF, TXT
 - Drill down to sub-reports—reports within other reports
 - Maps, tables, funnels, crosstabs, charts, barcodes, and many more graphical report components
 - Conditional printing and formatting
- Basic reports including:
 - Top 100 Customers at Risk (Customer at risk based on most STB errored minutes of viewing experience)
 - Channel Viewership report (Most/least viewed channels by STB viewed minutes)
- An **interactive dashboard** for advanced analysis of ReportVu data.
 - Viewership Analytics
 - Quality of Experience Analytics

The IPTV Ecosystem:

Data acquisition points for QoE...



... Mariner works with all Leading Players.

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 **frost™** 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.