



# IPTV Solutions for Rural Telecoms

POWERED BY  mariner



## Why you need IPTV; Why you need Mariner.

### TV is not just a big player's game.

In today's ever changing competitive marketplace TV has become a must-have for all telcos, regardless of size, to compete effectively.

Rural Telcos are well positioned... over 75% of rural service providers are delivering Video on Demand (VOD) to their customers.

Challenges remain, even for the market giants. Challenges in the effective delivery and management of IPTV, specifically:

- Consistent Service Quality
- Cost Effective TV Operations

## Challenges Faced by Operators

### From the first ten years of IPTV:

- 35% of all TV installs require a second dispatch (truck roll).
- 65% of all customer churn is triggered by a service quality issue.
- Install times still clock-in at three to four hours, with seven to eight hour installs not uncommon.
- Greater than 80% of set top boxes (STB's) swapped out prove to be OK when tested in the refurbishment process.
- All players in the industry, big or small, still fret over consistent picture quality.

## Mariner's IPTV Solutions for Rural Telcos

### Mariner has three distinct types of solutions for Rural Telcos:



**xVu™**: a next generation service monitoring solution for IPTV.



**frostt™**: a platform for highly engaging, cost effective TV-based applications.

**IPTV consulting**: from business case to customer churn analysis, and everything in between.



## Mariner... making TV better.

Mariner is a pioneer in IPTV. The leadership team at Mariner (as management of the rural Canadian Telco, NBTel) deployed the first IPTV installation in North America in 1999.

IPTV is Mariner's game. The team at Mariner has combined experience of over 200 years in IPTV!

Put this experience to work for you. Put this experience to work to fully leverage the first ten years of pain and success in IPTV.

### Being former rural market service providers themselves, the Mariner team knows:

- The challenges facing a rural market player are no different than those facing a conglomerate Telco.
- You need to make "small" work to your advantage.
- Effective solutions scale down as well as up!
- Price points and payback are a constant challenge.



# Experience the Difference Experience Makes



## xVu™ Delivers Proven Results

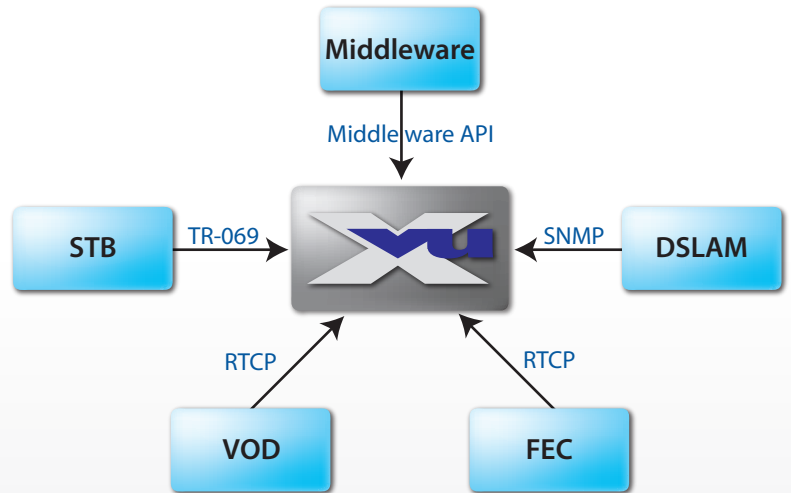
### Service providers using xVu have realized:

- 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.



## The IPTV Ecosystem: Where the Rubber Meets the Road

### Data acquisition points for QoE...



... Mariner works with all Leading Players.

## Case Studies



### BEK Communications - North Dakota, USA

- BEK - an innovative telecommunications company serving south-central North Dakota
- BEKTV - in addition to more channels, HDTV, more features, more choices, BEKTV delivers exclusive hometown programming... BEK Sports, BEK Life, BEK Local Weather.

*"Having the knowledge of local viewership trends is critical to managing our local programming on BEKTV," states Derrick Bulawa, CEO for BEK Communications. "We were looking for an effective means of gaining this insight, and Mariner's xVu product met that need. We strive to meet the interests and needs of our customers through our local programming and xVu has become part of the formula for doing that," Bulawa added.*

### Smithville® Smithville Communications Co., Inc. - Indiana, USA

- A family owned, leading edge technology company serving southern Indiana.
- SmithvilleTV is a Fiber-to-the-Premises based solution.
- Smithville was looking for a tool to isolate service issues, in particular sporadic network troubles.

*"We love this tool," states Dave Brodin, Network Operations Manager for Smithville Digital. "We are making smarter decisions as a result of the insight we get from xVu; it has taken the guess work out of the management of our IPTV service issues," he added.*

**Put Mariner to work for you! Call us today at 1-888-240-9333 or visit [www.marinerpartners.com](http://www.marinerpartners.com)**