



keep your viewers happy

Service Assurance by xVu

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

Quality. Defined by the Customer... Assured by xVu.

A customer-centric approach is at the heart of industry-leading service excellence. With deep operational expertise in the IP video service industry, Mariner recognized the value of this principle and built on it as the foundation of xVu.

Service Providers are struggling with traditional "network-centric" service assurance practices. Network monitoring tools do not provide visibility into the contentious last mile and customer home. The xVu solutions deliver next generation capabilities by incorporating customer quality of experience (QoE) in the foundation of the platform.

An innovative IP video-specific platform was the result of Mariner's balanced consideration for both technology innovation and learned QoE Best Practices. Innovations include non-intrusive service monitoring, task-purposed user interfaces, market analytics and the collection of viewing statistics.

Operational Benefits

Customer QoE: Consolidate those indices most impacting customer satisfaction, and provide clear visibility into in-home and last mile performance.

End-to-end Service Metrics: Correlate the reams of disparate "network" and service performance data to generate timely and meaningful performance metrics.

Root Cause Analysis: Based on best practices rules, monitor for known error conditions to accelerate fault isolation and to identify transient or silent failures.

Leverage Statistical Assets: Tracking viewing activity offers the service provider a potential revenue opportunity to market statistics to content providers and advertisers.

- Nip customer churn in the bud.
- Assure a high quality viewing experience.
- Enable insightful, rapid service restoration.
- Drive proactive resolution.
- Accelerate installation time.
- Ensure Smart Truck Rolls.



The xVu Platform

Four task-purposed portals, each configurable, provide the user with a view of the service predicated on the customer's experience:

1. **NetworkVu:** used by Network Operations for service management and as a valuable services launch acceleration tool.
2. **SupportVu:** Customer, Installation and Repair Technicians - provide your customer facing resources with visibility into the actual customer experience.
3. **ExecVu:** Portfolio analytics and executive dashboard.
4. **HomeVu:** a home self-service application provides the viewer with the ability to: interact with the provider for problem reporting, self-diagnose TV service issues, and receive service-related messages or interactive marketing initiatives.

Early detection and analysis, timely response and targeted corrective action.

xVu used to detect and isolate IPTV problems:

- xVu constantly monitoring video transmission by channel
- On customer specific issues – xVu used to isolate troubles (channel/network/home set-up)

Case Study: A network update triggered a silent & widespread outage:

- The majority of STB's experienced video issues & lock-ups
- Video problems not detected by probes or alarms
- xVu identified & isolated the affected channels/STBs
- Selective reboots of affected STBs (vs. blindly rebooting every STB)
- Completed targeted reboots during lower viewing time

See for yourself. Try an xVu Starter Kit.
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Features at a Glance

xVu's innovative service assurance platform enables a provider to take a customer-centric approach to achieving service excellence. xVu provides clear visibility into service performance with benefits across four key business areas:

NetworkVu

- Extend the traditional network-centric monitoring to include real time monitoring of customer experience.
- Isolate service-affecting issues proactively: HD vs. SD channels, region vs. neighborhood, cable vs. JWI vs. loop, home network or individual STB.
- Collect, record and analyze transient errors, with short and long-term trending reports.
- Deploy with confidence, shorten trial cycles - diagnose impacts of upgrades.
- Integrate with existing investment in probes, EMS, and OSS/BSS.
- Generate actionable alarms to escalation systems via XML, SNMP or SMTP.
- Self-heal service issues based on known common faults (e.g.: DSL Port Settings, STB Reboots, Channel service packages, VOD performance).



SupportVu



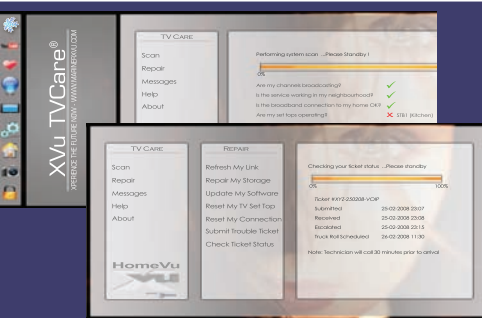
- Assess the consumer experience objectively in real time.
- Detect faults and isolate customer problems proactively.
- Monitor and record continually the customer experience to detect of transient/silent issues.
- Eliminate the need for customers to describe complex impairments to the help desk.
- Reduce MTTR, eliminate repeat calls and unnecessary in-home service calls.
- Shorten or eliminate help desk calls.
- Simplify activation process with verification of the install or self-installation program.
- Integrate easily with existing help desk applications through web services.
- Benchmark installation service: evaluate quality of installation or repair.
- Self-heal in-home service issues before the customer knows there is a problem.

ExecVu

- Track customer activity at the viewing level: offers a potentially revenue opportunity with content providers and advertisers.
- Collect customer-centric service metrics including subscriber service uptime to the nearest second.
- Access an executive dashboard with a "customer-centric" view of the service including critical customer satisfaction issues, churn correlated with service indices, and campaign performance.
- Detect issue patterns and correlate them to key operational metrics (e.g., call volume, churn, trouble tickets).



HomeVu



- Enable the customer to self-diagnose service performance issues.
- Allow the viewer to report problems when they occur.
- Communicate with the customer through on-screen messaging re: problems, status, in-home service schedule, etc.
- Establish interactive campaigns to monitor use, buyer motivation, etc.
- Maintain metrics of self-repair efficiency.
- Facilitate customer through-TV feedback and input on services.

About Mariner

Mariner is a leading provider of innovative IP video solutions and technologies that deliver unique value to the expanding IPTV industry. Mariners' flagship TV care product, xVu, specializes on 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.

