



Quality.

Defined by customers

Assured by xVu™



Quality... assured by xVu™

xVu delivers insight and value to the players who need it most: Network Operations, Customer Services, and Senior Management.

A customer-centric focus is at the heart of this industry-leading approach to TV 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.

xVu turns performance insight into customer satisfaction and TV profitability.



Operational Benefits

- ▶ Cut Mean Time to Repair by 15 - 20%
- ▶ Improve 1st Call Resolution
- ▶ Reduce **blind truck rolls™** by > 20%
- ▶ Detect silent network failures in < 5 minutes

The xVu™ Platform

Five 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; helps reduce MTTR and improves 1st call resolution.
2. **SupportVu:** Customer, Installation and Repair Technicians - provide your customer facing resources with visibility into the actual customer experience. Reduce truck rolls and calls to the Help Desk.
3. **AccountVu:** Enable your customer facing resources to review and manage subscriber account details. AccountVu is optimized for Mediaroom deployments.
4. **ReportVu:** IPTV Service portfolio analytics and management dashboard used to monitor channel viewership and customers at risk of churning due to service quality.
5. **HomeVu:** An in home self-service application provides the viewer with the ability to interact with the provider for problem reporting, and self-diagnose TV service issues.

Smart Truck Rolls



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

Integration Options

Mediaroom Existing Integrations	DServer Session Retry Reports Snapshot Logs STB Diagnostics STB Activity Logs
Mediaroom Upcoming Integrations	VOD Quality of Service Reports STB Crash Logs AServer Performance Reports
Optional Integrations	Remote Gateway Integration (TR-069, SNMP) Access Network Integration (SNMP, TL-1) Probe Integration (SNMP, HTTP/SOAP)



Features at a glance



NetworkVu



- Reduce MTTR.
- Improve 1st call resolution.
- Enhance your Change Management process.
- Integrate with existing investment in probes, EMS, and OSS/BSS.

SupportVu



- Improve 1st call resolution.
- See what the customer sees, and more.
- 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.

AccountVu



- Subscription and package management.
- PPV and VOD purchase management.
- PVR recording management.
- Registration and password management.

ReportVu



- Valuable insight into customer viewership.
- Most watched channels.
- Least watched channels.
- Concise performance reports.
- Top 10 customers at risk.

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.
- Allow field technicians to retrieve centralized service performance test results.