



# Top 5 Reasons to Invest in IPTV QoE



## 1. Assured Quality in the Viewing Experience

The viewing experience can consist of: Broadcast stream, VOD, PVR, EPG and HD line-ups. To successfully assure the quality of that experience, YOU (Service Providers) must have the ability to manage each of these components. Mariner **xVu**™ dashboards provide a comprehensive “Customer-centric” real-time view of the service to Network Operations, Help Desk and Repair, Executives and the end-users.

## 2. Guarantee the Smart Truck Roll

Sending out a truck to a house multiple times – often without resolving the error – is a costly endeavour. This major expense (approx. 200-400 Euros/truck roll) can be easily managed with Next Generation IPTV Service Assurance products. Mariner **xVu** enables support staff to quickly, proactively confirm and isolate the nature and source of the issue and initiate the appropriate course of action – often saving unnecessary truck rolls. (E.g. Smart Reboot™ or Smart Truck Roll™).

## 3. Optimize the ROI from your Channel Line-up & VoD Portfolio

In the perspective of a leading IPTV service provider, the challenge of selecting/finalizing the next month’s channel and VoD line-up consists of: pulling viewer stats, compiling excel spreadsheets, and reviewing the reports to come to a conclusion – a manual process, often taking three or more days to complete. Track real time customer activities at the viewing level with Mariner **xVu** solution. Optimize content packaging and tune marketing programs based upon detailed viewing statistics.

## 4. Reduce Customer Churn and STB Churn

Declare zero tolerance for all quality of experience (QoE) induced churn. Studies have shown that over 65% of customer churn is driven by the service quality experience. Having the ability to proactively manage viewer base, isolate issues, and ensure a smart response are all benefits of the Mariner **xVu** solution. Also substantially reduce the “speculative fix” that drives high volumes of STB churn, creating huge expense.

## 5. Proactively monitor your End-to-End IPTV Network

70% of IPTV troubles are in the “Last Mile”, the access and in the home. Traditional network based monitoring systems fail to effectively monitor issues in the home and in the last mile. Mariner **xVu** provides insights in the last mile’s blind spot, represents it clearly and triggers informed actions. The objective in **xVu** is to allow the Operator to determine in 5 minutes or less the source of every single QoE based impairment. **xVu**’s NetworkVu dashboard offers customized views by neighbourhood, region, channel, headend, and other perspectives as needed.

### Declare Zero Tolerance



### “Smart” Truck Roll



### “Customer-centric” ReportVu



Management Dashboard



Performance insight  
Customer satisfaction  
IPTV profitability



POWERED BY  mariner