

# US Headend Evolution VOD

## ARRIS Global Services Case Study

### KEY HIGHLIGHTS:

- Location: United States
- Industry: Telco
- Challenge: Integrate a VOD/OTT search and recommendation engine with Mediaroom®
- Business Value
  - Monetized existing VOD and OTT assets
  - Richer, more valuable subscriber experiences
- ARRIS Solution
  - Integrate ARRIS Merchandiser with Mediaroom®
  - Provide startup assistance and operational training



### SERVICE OVERVIEW:

#### The Business Challenge

A large Internet, Television, and Telephone service provider in the United States wanted to enhance its VOD revenue model by offering subscribers personalized VOD experiences. The company envisioned a consumer-targeted VOD catalogue, which featured personalized recommendations based on viewers' preferences, coupled with targeted content promotions aimed at specific viewer demographics. However, the customer's IPTV platform was Mediaroom®, and no company had yet integrated the type of interactive, consumer-oriented VOD and OTT functionality the customer envisioned with the Mediaroom platform. The company's primary challenge was to find a way to do so.

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## The Network Solution

The ARRIS Services Team helped the company meet its goal by integrating ARRIS Merchandiser—an application which combines the simplicity of a single metadata catalog for all assets with intuitive, user-friendly search engines—into the customer’s Mediaroom® platform. To complete the integration successfully, the Services Team validated the solution for the customer, deployed the solution, provided program management, and performed the Merchandiser integration. After Services Team integrated Merchandiser, it provided the company’s ops team with start-up assistance and Operational training.

## Business Results

This deployment was the first time that technicians integrated a VOD and OTT-oriented search and recommendation engine with a Mediaroom® platform. As a result, the customer was able to monetize its catalog of VOD and OTT assets and improve its subscribers’ viewing experiences.

## ARRIS Global Services Values

### Accelerate time to market:

Stay competitive with rapid deployment of new services

### Reduce costs:

Contain costs on deployment, integration, and support

### Maximize revenue and profits:

Optimize operations, ensure service quality, increase customer loyalty, grow revenue and profit margins

## Why ARRIS ?

### Multi-technology experience that is unique in the industry:

ARRIS has designed, delivered, and optimized end-to-end network solutions for service providers.

### Flexible business model and approach:

ARRIS can build a customized operations solution for virtually any network operations requirement.

### World-class support:

ARRIS provides support from committed and highly trained, experienced professionals, complete with state-of-the-art local support centers, test labs, and repair depots.

### Voice, Data, and Video Technology leadership:

ARRIS has a wealth of experience and expertise in introducing and operating new technology network systems.