

Digital Headend Configuration for VOD

ARRIS Global Services

SERVICE BENEFITS:

Digital Headend Configuration for VOD Services Benefits

- Provide a significant value added service to customers
- Deliver features to enhance video viewing experience
- Increase revenue
- Enable targeted service to key market segments
- Leverage existing network infrastructure

The ARRIS Digital Headend Configuration for VOD Services Benefits

- Provide expert knowledge and capabilities to programmatically perform Digital Headend Configuration for VOD
- Minimize interruption of service or billing during integration based on proven methodology, planning and testing



SERVICE OVERVIEW:

The ARRIS Digital Headend Configuration for VOD Services enable broadband services operators to increase revenue and customer satisfaction.

Recently, Video on demand (VOD) technology has advanced significantly, enabling video service providers to offer VOD to customers with more capabilities and less impact on the network. Now, both video service providers and customers can enjoy VOD benefits, including increased revenue and great video viewing experiences.

VOD offers local customization in a unique manner that allows customers to select and watch the programming of their choice from a library of content offered by the service provider. Not only do customers get to control what they watch and when, but they also can enjoy viewing features such as pause, rewind, stop, and start for up to 24 hours.

Providing customers with local, personal choices gives the video service provider opportunities to increase revenue with minimal investment in equipment and services.

The ARRIS Digital Headend Configuration for VOD Services leverages the ARRIS expertise, knowledge, and experience in digital video to verify that the new VOD service will function and perform as needed to meet customer expectations, offering in the process significant value to service providers. This service is also available in conjunction with third-party vendor integration when the ARRIS Digital headend components are deployed. The ARRIS experienced staff ensures that the Digital Headend Configuration for VOD is planned, tested, and validated within the headend environment — including the Digital Addressable Controller (DAC), Network Controller (NC), Out-of-Band Modulator (OM), Return Path Demodulators (RPD) and billing system — prior to the completion and acceptance test, so that service and billing interruptions are minimized, if not eliminated.

Assumptions and Prerequisites

This list of assumptions and pre-requisites is not intended to be exhaustive. Prior to the commencement of Services and thereafter, ARRIS will inform the Customer of any additional responsibilities necessary for the performance of the Services.

Assumptions

- ARRIS and the Customer will provide a single point of contact for the project.
- ARRIS will provide services only for the work described above. Other issues should be handled through normal escalation methods.

Prerequisites

The Customer will:

- Prior to the start of work, provide space, power, and cooling for the equipment, and ensure all equipment is racked and cabled.
- Ensure readiness, provide access, and provide support for all DAC, billing, and headend networks.
- Provide all necessary documentation, including but not limited to IP addresses, channel maps, network diagrams, headend design with RF return combining, and network.
- Procure equipment related to VOD integration diagrams, including interconnects to various hubs and the final VOD system design.
- Ensure VOD, Electronic Program Guide (EPG) vendor, and VOD services launched to digital STBs have been verified by Acadia.
- Provide applicable Electronics Industry Association (EIA) channels on the physical plant and ensure those channels are clear and available at the time of the integration.
- Ensure all requirements of the VOD vendor and ARRIS that are necessary for the installation are complete prior to any onsite activities.
- Provide staged NCs at remote sites where site personnel will assist with physical setup of RPDs.
- Obtain video content as it pertains to VOD and the servers. (Note: the VOD vendor owns any issues related to quality of video until sufficient reason for transition is available.)
- Provide support for any and all networks (physical and logical) that are located between, and include, any devices such as ethernet fiber transmitters, routers, and switches.



The ARRIS Video on Demand Integration Services Deliverables

The Video on Demand Integration Services execution requires the coordinated support of ARRIS personnel, Customer site DAC personnel, and Customer network personnel. Based on the assumptions and prerequisites, ARRIS will:

- Complete a site survey for the VOD integration to confirm that the environment matches any preliminary questionnaire and identify potential issues.
- Provide project leadership and coordinate project activities, including:
 - Create and maintain a project plan jointly with the Customer's project management team.
 - Identify pre-work.
 - Create detailed cutover procedure in cooperation with Customer-defined requirements to align roles and responsibilities, expectations, and exit criteria.
 - Track and report weekly on status and action items.
- Verify the readiness of the network for conversion, including:
 - Confirm that network interfaces and connectivity are operational.
 - Assess site configuration and network topology.
 - Newly-configured SmartStream Device Manager (SDM) is online.
- Execute VOD Integration, including:
 - Review and approve the provided VOD design to verify it meets expected performance and functionality, including VOD channel method.
 - Obtain Internet Protocol (IP) addresses from the Customer for the headend network (for NCs, RPDs, and OMs) and the application network (for the interactive equipment and NC).
 - Configure HE equipment with the functional on-site HCT, NC, new and existing RPDs, and OMs.
 - Determine whether or not a downstream plant split is required, and provide input accordingly.
 - Determine ARRIS software requirements, and complete digital Set-top box (STB) code download for operations.
 - Verify Acadia has tested the proposed system configuration.
 - Define the Interactive Sources and Services and devices needed to deliver.
 - Obtain and test an IP address on a digital STB.
 - Test the billing system's control of interactive services.
- Conduct acceptance test and review results upon completion

Digital Headend Configuration for VOD Services

To order these services, contact your sales representative.

ORDERING INFORMATION

Part Number	Description
476666-027-00	Services for configuration of existing digital headend for Video On Demand

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