

Video on Demand Integration Services ARRIS Global Services

SERVICE BENEFITS:

ARRIS VOD Integration Services Advantages

Expert, efficient integration

The ARRIS expertise in the development and deployment of digital video technologies allows operators to enjoy programmatic VOD integration with minimal interruption of service and billing

Proven experience

In addition to 75 years of video leadership, the ARRIS expert knowledge, experience, and proven methodology and track record in designing, implementing, maintaining, and supporting VOD systems provide peace of mind

Benefits of Video on Demand

Increased customer satisfaction

Today's digital video customers want features that enhance their viewing experience—operators who provide them enjoy higher satisfaction ratings than those who do not

Increased revenue

Offering a highly desired value-added service to their customers provides additional revenue opportunities to operators

Targeted services

VOD enables operators to target services to key market segments

Little or no capital outlay

Operators can leverage existing network infrastructure to deploy VOD services



SERVICE OVERVIEW:

The ARRIS Video on Demand Integration Services enable broadband services operators to quickly and cost-efficiently add advanced digital video services to their offerings, increasing revenue and improving customer satisfaction.

Video on demand (VOD) solutions allow digital video subscribers to select programming of their choice from a library of content, to watch when they want for up to 24 hours with the power to pause, rewind, stop, and start at any time. This local, personal control over their viewing experience is a feature digital video customers have come to expect and are willing to pay additional fees to get.

Operators able to provide it enjoy a tremendous advantage in today's competitive broadband services market. However, increasing demands for more bandwidth, less downtime, and the newest technologies, and the added pressure of complying with new regulations and standards, have left operators with fewer and fewer resources to add services such as VOD to their offerings.

ARRIS VOD Integration Services offer tremendous value to operators who want to increase revenue and customer satisfaction without significant investment in additional equipment and services. The ARRIS highly skilled technicians apply their expertise and experience in digital video to plan, test, and validate the entire VOD system, ensuring that service and billing interruptions are minimized during its integration into the customer's network. The VOD integration team remains with the customer through final acceptance, giving the customer peace of mind in knowing the new system is functioning to meet or exceed expectations.

Services Deliverables

Integrating VOD into a broadband network with minimal system downtime and greatest cost efficiencies requires the coordinated support of ARRIS personnel and customer headend and network personnel. Based on the assumptions and prerequisites noted below, ARRIS VOD Integration Services customers can expect:

Comprehensive Project Management

An ARRIS Project Manager will coordinate planning and integration activities from project kick-off through post-launch support:

- Together with the customer's project management team, create and maintain a project plan
- Create a detailed cutover procedure in accordance with the customer's requirements, identifying roles and responsibilities, expectations, and exit criteria
- Track and report weekly on status and action items
- Identify risk items and mitigation strategies

Pre-Split Readiness

ARRIS personnel will complete a site survey to confirm that the network and all necessary components meet minimum system requirements, and to identify potential issues:

- Assess site configuration and network topology
- Verify that network interfaces and connectivity are operational within defined parameters
- Review the VOD design, including the VOD channel method, to verify that the proposed system meets performance and functionality requirements
- Update appropriate headend equipment with the new configurations

VOD System Integration

The ARRIS integration team will configure all of the components required for VOD, including the Digital Addressable Controller (DAC), Network Controller (NC), Out-of-Band Modulator (OM), and Return Path Demodulator (RPD):

- Determine whether a downstream plant split is required and revise work plan accordingly
- Determine software requirements for ARRIS components, and complete digital set-top box (STB) code download for operations
- Verify that Acadia has tested the proposed system configuration
- Assign the IP addresses provided by the customer to headend components (NCs, RPDs, and OMs) and the application network (interactive equipment and NC)
- Configure headend components
- Define interactive sources and services and identify the devices needed to deliver them
- Obtain and test an IP address on a digital STB
- Test billing system control of interactive services

Acceptance Testing and Follow-Up

The ARRIS integration team will conduct acceptance testing and review the results with the customer.



Assumptions and Prerequisites

The following list is not intended to be exhaustive. ARRIS will inform the customer of any additional customer responsibilities necessary for the performance of the service.

Assumptions

- ARRIS and the customer will provide a single point of contact for the project.
- On-site office space and external network access will be provided to ARRIS personnel.
- ARRIS personnel will have the required access to customer resources, including facilities, billing and other systems as appropriate, DAC and other headend components, and personnel.
- Customer resources will be available on a timely basis.
- Issues that are outside the scope of the deliverables described above will be handled through normal escalation methods.

Prerequisites

- Provide a list of contacts, including the technical leads, for each critical department
- Have an installed and operational SmartStream Device Manager (SDM)
- Provide space, power, and cooling for the system components and ensure that all equipment is racked and cabled
- Provide all project-related documentation, including IP addresses, channel maps, network diagrams showing hub interconnections, headend design with RF return combining, and the final VOD system design
- Procure all ARRIS and third-party VOD system components
- Ensure that VOD, the Electronic Program Guide (EPG) vendor, and VOD services launched to digital STBs have been verified by Acadia
- Provide Electronics Industry Association (EIA) channels on the physical plant, and ensure that they are clear and available at the time of integration
- Ensure that all requirements of the VOD vendor and ARRIS are complete prior to any on-site activities
- Provide staged NCs at remote sites where site personnel will assist with setup of RPDs
- Obtain VOD content (Note: The VOD vendor is responsible for resolving video quality issues unless ARRIS equipment is determined to be at fault)
- Provide technical support for all network components (physical and logical) that are not part of the primary VOD system; for example, Ethernet and fiber transmitters, routers, and switches

Video on Demand Integration Services

To order these services, contact your sales representative.

ORDERING INFORMATION

Part Number	Description
476666-050-00	Video on Demand Integration Services

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