

Cisco Videoscape Endpoint Services



UNIFIED ENDPOINT SERVICES ACROSS ALL THE DEVICES YOUR CUSTOMERS USE

What Is the Value of Cisco Videoscape Endpoint Services?

For service providers, new video-capable devices and cloud-based services offer opportunities to introduce additional revenue-generating services and increase customer loyalty. But to capitalize on these opportunities, you need to manage and communicate with a much larger and more diverse set of endpoints than in the past.

Cisco Videoscape™ Endpoint Services, part of the Cisco Videoscape Control Suite, provide a comprehensive framework for managing all endpoints in today's heterogeneous environments from legacy set-top boxes (STBs) to connected consumer electronics devices. With this unified endpoint framework, you can provision, manage, and operate multiscreen video services much more quickly and cost-effectively in a unified, virtualized, and highly scalable way.

What Problems Does Cisco Videoscape Endpoint Services Solve?

To succeed in a marketplace dominated by heterogeneous video devices and cloud services, you need to:

- Reduce the high operational costs of today's endpoint model, which uses "siloes" management systems for each platform, including Android, iOS, Xbox, STBs, and so forth
- Manage configurations, software images, and diagnostics across a large and diverse population of clients, including traditional STBs and connected consumer electronics devices
- Assure an optimal media experience across every screen your subscribers use
- Comply with mandates to support Emergency Alert System (EAS) messages on multiple devices
- Manage diverse location services in a more complex multiscreen and mobile video environment
- Collect accurate, real-time data from all endpoints to help optimize services and make better business and operational decisions

Most important, you want the ability to deliver all of these capabilities in an architecture that scales and can be deployed quickly, taking advantage of virtual machines, OpenStack, and other data center technologies and best practices.

Cisco Videoscape Endpoint Services

Cisco Videoscape Endpoint Services empower you to manage, diagnose, monitor, and communicate with any connected endpoint, including both managed STBs and unmanaged consumer electronics devices. They provide the broad visibility you need to provision services across all subscriber devices from a single, unified framework and eliminate the need for separate management infrastructures for each platform.

Cisco Videoscape Endpoint Services are part of the Cisco Videoscape Control Suite, a comprehensive control-plane framework for today's heterogeneous, cloud-connected environments. Cisco Videoscape Control Suite transforms service provider control planes from rigid, monolithic systems to an exceptionally scalable data center model. With Cisco Videoscape Control Suite, you can provision the full range of modern video delivery services, including endpoint management, identity, advertising, and security, as virtualized services that can be deployed extremely quickly and economically.

Cisco Videoscape Endpoint Services Elements

Cisco Videoscape Endpoint Services include:

- **Endpoint management:** Migrate from separate management infrastructures for STBs and each type of consumer electronics device to a single, unified view of all endpoints. You can manage, monitor, and diagnose issues across any subscriber device or user from a single console and promote an optimal user experience across all screens.
- **Location services:** With Cisco Videoscape Endpoint Services, you can retrieve location information, such as subscribers on net or off net, latitude and longitude, zip code, and ad zone, from a unified API that aggregates geolocation data in a single framework. You can then apply sophisticated location services to a variety of applications, from enforcing blackout restrictions to targeting advertising to optimizing local resources. These capabilities simplify operations and unlock new multiscreen experiences.
- **EAS and operator messaging:** Cisco Videoscape Endpoint Services let you receive industry-standard EAS alerts and distribute them to both STBs and unmanaged consumer electronics devices on a local, regional, or national basis. The same messaging capability lets you send targeted messages, such as system alerts, billing information, and special offers, to selected groups of subscribers, based on any criteria you choose. The criteria can include location, device type, service tier, and more.



Business Benefits

Cisco Videoscape Endpoint Services help you achieve:

- Reduced operational costs by consolidating disparate management systems for all STBs and consumer electronics devices
- Faster time to market for deploying new services and bringing existing services to new devices
- Reductions in customer support calls and improved customer satisfaction through faster and more proactive diagnostics across all subscriber devices
- Improved customer loyalty by promoting an excellent experience across all screens
- Improved marketing and operations decisions through more holistic visibility and reporting

Why Cisco?

Evolving from an environment in which all devices are managed and fully visible to a virtualized, data center-centric model is a major transition. Cisco Videoscape Endpoint Services give you the framework you need to address new connected devices and cloud services and reap the benefits, which include reduced operational costs, faster time to market for new services, and increased revenues and customer satisfaction.

For More Information

To find out more about Cisco Videoscape Endpoint Services and the Cisco Videoscape Control Suite, contact your local Cisco representative or visit www.cisco.com/go/videoscape.