

Cisco Videoscape Identity Management



ENABLING PERSONALIZED MULTISCREEN VIDEO SERVICES

What Is the Value of Cisco Videoscape Identity Management?

New cloud and multiscreen video services are changing the traditional definition of “user.” To deliver a personalized and consistent video experience inside and outside the home, you need a way to manage entitlements, preferences, and recommendations for individuals across different devices. Cisco Videoscape™ Identity Management, part of the Cisco Videoscape Control Suite, provides a next-generation framework to deliver a transparent multiscreen experience, personalized to each individual. The solution integrates with your existing operation and business support systems (OSSs/BSSs), but allows you to offer personal subscriptions that follow users wherever they go and a consistent experience as they move across devices. It provides the essential account management and personalization capabilities you need to differentiate your offering, increase customer loyalty, and support new revenue-generating cloud and multiscreen services.

What Problems Does Cisco Videoscape Identity Management Solve?

To deliver a video experience that is personalized to the individual across different devices, you need to:

- Transition from subscriber management based on households or specific equipment to a model that supports multiple users across multiple devices
- Create a customized experience for each subscriber, with the ability to manage viewing history, bookmarks, preferences, and recommendations based on individual user, device, or account-specific configuration setup
- Provide a transparent experience, customized for each subscriber, across both service provider equipment and their personal devices
- Manage per-user entitlements and preferences in real time, at scale, for all services and devices
- Deliver new personalized, next-generation services such as recommendations, cloud DVR, personalized program guides, and more to differentiate your offering
- Manage the lifecycle of recorded content on a per-subscriber basis
- Integrate next-generation identity management with your existing OSSs/BSSs

Unify User Entitlements and Preferences for All Services

Cisco Videoscape Identity Management provides a comprehensive front-end service, deployable in the public cloud or your virtualized data center, that maintains user preferences, entitlements, viewing history, and more to enable personalized video services for each subscriber in a household. It provides essential account and device management and personalization capabilities to deliver a dynamic multiscreen experience that is personalized for each subscriber.

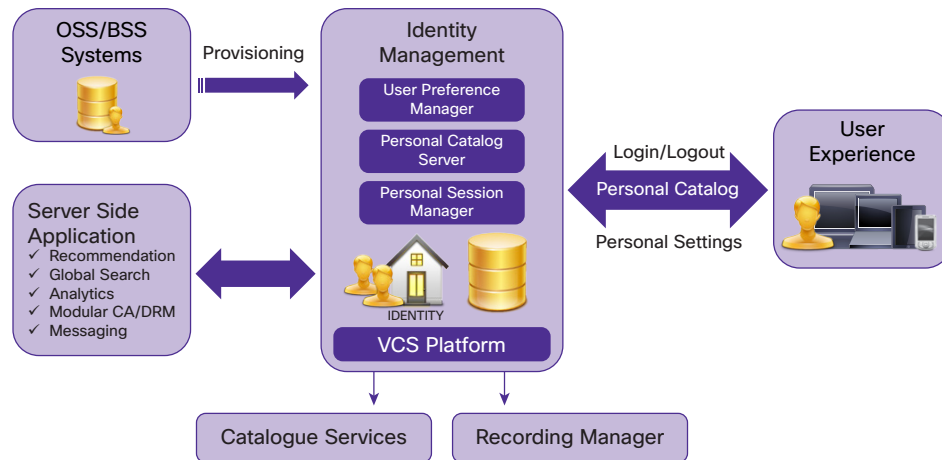
Cisco Videoscape Identity Management treats per-user identity and session information as a cloud-based service and makes it available to client applications on service provider-provided equipment and subscribers’ personal devices as well as back-end services. It gives you the essential capabilities you need to provide cloud DVR experiences, unified channel maps across devices, personalized electronic programming guides (EPGs), per-user recommendations, and more.

With Cisco Videoscape Identity Management, you can provide:

- **A consistent, transparent user experience** across multiple screens and devices
- **Support for multiple users and devices within a single account**, preserving your legacy OSSs/BSSs as you transition away from household- and device-based management
- **A personalized viewing experience**, including personal DVR, parental controls, favorites, and more
- **Access to personal content from anywhere**, with the ability to remotely book recordings, review and consume stored content, and change account settings from any device or location
- **A flexible identity management foundation for diverse applications**, including multiscreen content security, business and offer management, advanced advertising, and more



Cisco Videoscape Identity Management was created in the cloud, designed to scale in even the most complex public cloud and data center environments. As you continue evolving your back-end systems to a cloud-based model, you will be able to call on and scale all Cisco Videoscape Identity Management services as needed to support new applications. As a result, you can take advantage of the same kind of flexibility and scale as web companies, with the ability to develop, test, and scale new services and capabilities quickly and easily. No matter what kind of personalized experience you choose to offer and no matter from which device subscribers are consuming it, you can integrate individualized user data as well as legacy billing and subscriber information as part of a single system.



Cisco Videoscape Identity Management Elements

Cisco Videoscape Identity Management includes:

- **Account and device management:** Account and device management tools provide a conditional access- and digital rights management (DRM)-neutral environment to manage entitlements for all types of content. It supports a smooth transition from a device- or account-centric account management approach to one that enables authorization and personalization for multiple users under the same account.

- **Personal planner:** The personal planner component allows subscribers to configure favorites, user preferences, and bookmarks and make content purchases remotely, from multiple service provider-owned or personal devices. It provides essential remote multidevice booking capabilities to enable personalized cloud DVR experiences and offers built-in support for single sign-on to all subscriber services.

Business Benefits

- **Differentiate your offering** with the essential capabilities you need to support transparent, personalized next-generation video experiences across multiple devices
- **Increase subscriber loyalty** with a more personalized video experience customized to each user, based on unique history, preferences, and recommendations
- **Protect your investment** by transitioning to multiuser/multiscreen account and device management while integrating your existing OSSs/BSSs
- **Increase revenues** with the essential capabilities necessary to bring revenue-generating content and services to new devices and support advanced services that justify higher subscription tiers
- **Enhance scalability** with multiscreen identity management services that are built to operate in cloud environments and can scale with your services as they grow and change
- **Increase business agility** with the ability to design and test new services and experiences and efficiently call on and scale per-subscriber data as needed

Why Cisco?

As the market for video services becomes more competitive, your customers expect a more advanced, personalized multiscreen video experience. To give it to them, you need to evolve your subscriber management capabilities to support a more fine-grained definition of users and customize multiscreen video services to the individual. Cisco Videoscape Identity Management gives you these essential capabilities, empowering you to deliver new cloud and personalized video experiences that differentiate your offering and strengthen your brand.

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