

Cisco Videoscape Offer Management



UNIFY OFFER MANAGEMENT AND BUSINESS RULES ACROSS ALL SUBSCRIBER DEVICES

What Is the Value of Cisco Videoscape Offer Management?

Service providers continue to expand video services to new screens and devices. But when it comes to offer management of video services – managing the broadcast services, subscriptions and entitlements, and sale or rental options that subscribers have on their video-capable devices – most service providers continue to operate their various offerings as standalone services.

Business rules for all these services are all managed as separate, “siloed” operations, making them complex, expensive to administer, and difficult to scale. Indeed, even seemingly straightforward changes such as moving a channel to a new subscription tier are complex and error-prone processes with today’s legacy systems, often requiring weeks of planning and effort to execute. Making changes across multiple services and devices is exponentially more difficult.

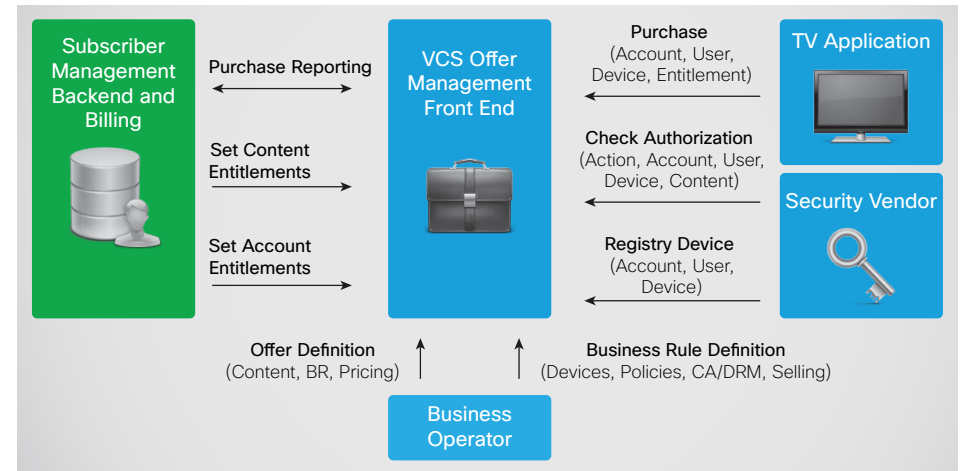
Cisco Videoscape® Offer Management, part of the Cisco Videoscape Control Suite, provides a complete, unified framework to manage offers and business policy across all platforms, including both service provider equipment and the customer’s own video devices in the home. It provides a single point of integration for all business rules and content security systems and a centralized framework to authorize and deliver offers to subscribers across any screen.

What Problems Does Cisco Videoscape Offer Management Solve?

To provide your subscribers with a consistent, dynamic multiscreen video experience, you need to:

- Deliver content offers and entitlements across multiple platforms in a way that is consistent and frustration free for subscribers
- Manage content and offer authorizations in real time, at scale, for all services and devices
- Define sophisticated business rules to govern how content can be accessed from different devices and locations and easily apply them across the system
- Unify content offers that use entirely different conditional access and digital rights management (DRM) systems, including both Cisco and third-party systems, in a manner that is easy to manage and transparent to the subscriber
- Simplify the process of extending new content, temporary offers, and targeted promotions across all platforms

Figure 1. Cisco VCS Offer Management



Unify Business Rules and Offers

Cisco Videoscape Offer Management provides a unified platform to manage business rules and offers across your entire video footprint, including all video services, subscriber devices, and content security systems. The solution makes it easy to extend offers and entitlements to new screens and to authorize content for any device in real time.

Cisco Videoscape Offer 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 all and scale all Cisco Videoscape Offer 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 offers and business rules quickly and easily. No matter what kind of content you’re offering, no matter what kind of security it employs, and no matter from which device subscribers are consuming it, you can define and manage business rules from a single platform and give subscribers a consistent, uniform experience.



Cisco Videoscape Offer Management Elements

Cisco Videoscape Offer Management includes:

- **Profile manager:** Store subscriber entitlement data for all services and devices.
- **Headend purchase:** Provide a single, unified interface for online purchasing across any device or platform.
- **Business scenario manager:** Define complex business rules that encompass multiple conditional access/DRM systems and multiple subscriber devices.
- **Offer manager:** Manage all offer-related information for all screens, including offer definition, pricing, description in multiple languages, and conditional access/DRM rules and parameters.
- **Authorization manager:** Perform real-time authorizations to let subscribers consume content on whichever device they choose in a unified, DRM-independent manner.

Business Benefits

- **Improve operational efficiency** with the ability to make offer or business policy changes once and propagate them across all platforms and subscriber devices.
- **Increase revenues** with the ability to deliver new kinds of offers and promotions across all devices efficiently and at web scale.
- **Enhance scalability** with multiscreen offer management and entitlement 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 business rules and offers in limited releases and scale them up in the same way that web companies test and roll out new features.
- **Simplify operations** with the ability to manage multiple conditional access and DRM systems for all devices – set-top boxes, mobile devices, connected TVs, and more – from a single, unified framework.
- **Increase flexibility** with an open and extensible business management system that supports open standards and includes the Cisco Videoscape API to integrate with third-party vendors and systems.

Why Cisco?

Most linear, VoD, and online video services were developed as standalone offerings, with their own unique business rules and content security systems that were never intended to interoperate. Cisco Videoscape Offer Management provides the next-generation platform you need to consolidate all of your legacy offer management, entitlement, and security systems into a unified and scalable framework and give your subscribers a transparent experience across all of the services and devices they use.

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