Use Case: Mobile HD Video Upgrade

INCREASE REVENUE AND ENHANCE CUSTOMER SATISFACTION AND LOYALTY

What Is the Value of the HD Video Upgrade?

Operators can generate additional revenue by offering subscribers the ability to enjoy high definition (HD) video on demand for a small additional fee. Much like a turbo boost that switches to higher bandwidth, the HD Video Upgrade switches to HD for a particular video stream (e.g., a movie or a TV program) and then back to normal quality streaming at the end of viewing. While generating new revenue for operators, the upgrade service helps differentiate an operator's offerings and enhances customer satisfaction.

What Problems Does It Help Solve?

Watching video on mobile devices, especially while on the go, can be a haphazard experience based on network type and signal strength. When video streaming is slow or poor quality, enjoyment of the content declines accordingly. The ability to upgrade the viewing experience on demand for an incremental additional fee gives subscribers the option of choosing a HD experience whenever they desire it.

The availability of the HD Video Upgrade service will come as a pleasant surprise to subscribers who may have thought they were completely dependent upon network conditions for video streaming. It helps differentiate the operator as provider of a superior customer experience.

What Are the Benefits of the HD Video Upgrade?

- Gain new revenues
- Increase customer satisfaction by providing the option to upgrade to HD video for a specific program on demand
- Further differentiate operator offerings with this high quality video service

Why Cisco?

The elastic, programmable Cisco IP Next-Generation Network (IP NGN) architecture with one of the industry's most comprehensive portfolios can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

- Evolve your network into a platform for direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: http://www.cisco.com/go/mobile.

What Do I Need?

The HD Video Upgrade requires intelligent network technologies that control the allocation of network resources based on subscriber plans. Operators also benefit from solutions that provide a fast, easy way to introduce new business models; gather network analytics per subscriber; offer seamless services across mobile cellular and Wi-Fi networks; and leverage the application awareness and policy enforcement of the operator's intelligent mobile packet core.

Cisco solutions to enable you to deliver the HD Video Upgrade along with many other revenue-generating services include:

Cisco Solution	Description
Cisco ASR 5500 Multimedia Core Platform	Part of the Cisco ASR 5000 Series packet core platform, the Cisco ASR 5500 Multimedia Core Platform combines massive performance and scale with flexibility, virtualization, and intelligence so network resources are available exactly when they are needed. The Cisco ASR 5000 Series' elastic architecture enables its software-based mobile functions to utilize system resources across the entire platform to optimize performance and maximize efficiency. This approach allows operators to deploy more efficient mobile networks that can scale to support a greater number of concurrent sessions, optimize resource usage, and deliver enhanced services. Integrated Deep Packet Inspection (DPI) and value-added services on the Cisco ASR 5000 Series are deployed within the data session instead of requiring it to be off-loaded to standalone platforms.
Cisco Quantum Policy Suite	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.
Cisco Quantum Services Bus (QSB)	Provides a common bus architecture that allows mediation, connectivity, and communication among and between network elements through a standardized framework. The QSB facilitates network data collection, aggregation and orchestration to augment information in all decision processes. It helps service providers quickly create and modify use cases for monetization while optimizing network costs. It can help introduce new business models by exposing network capabilities and information with SLAs to third-party application and content providers. For example, a video content provider can offer its subscribers a HD Video Upgrade service with high Quality of Service (QoS) by taking advantage on the API access to the operator's deployed Cisco Quantum Network Abstraction Suite.
Cisco Prime Analytics	Provides business and network analytics capabilities that can enable both historical trend and real-time predictive policy decisions. Includes dashboards for data visualization and programmable interfaces to create system alerts in conjunction with policy. It includes indoor location analytics such as foot-fall, dwell time, and more. It includes the ability to leverage the DPI capability within the Cisco ASR 5000 Series of packet core solutions to correlate massive volumes of dynamic usage data and catalog data to deliver up-to-the-minute insights. Provides visibility to marketing to help determine impact of HD Video Upgrade plans and to create new tariff plans for new revenues and customer retention.
Cisco Unified RAN Backhaul	Reduces cost and increases capacity of Radio Access Network (RAN) backhaul from any multivendor radio, across any transport media. Includes unified operations, management, and migration technologies designed to reduce the complexity of operating, deploying, and scaling backhaul of multivendor, multigenerational RANs. Includes the Cisco ASR 901 Series Aggregation Services Routers – environmentally hardened, high-speed, low-power-consumption routers optimized for any-G cell-site Radio Access Network (RAN) backhaul and Ethernet access. And the small-form-factor Cisco ASR 901S is designed specifically to enable the wide scale deployment of small cells by extending routing intelligence to the pole.
Cisco Videoscape Distribution Suite	Third-generation, video-centric, content delivery suite of products that optimizes the delivery of any type of video content over any network to any type of device. Goes beyond traditional content delivery network (CDN) products and is a holistic end-to-end solution built on open standards and interoperability that bridges cloud and network functionality while serving as the network distribution engine behind the Cisco Videoscape architecture. When Cisco Videoscape information is combined with operator analytics, the operator may also gain a share of mobile advertising revenues associated with the HD Video upgrade content.

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