Assuring Successful SP Transformation - Jan Bogaert
Put Cisco Expertise to Work for You

Realize the full value of your Video investment with world-class services from Cisco and our partners.
Service Provider Transformation

What Are Our Customers Asking?

Help us identify new services to grow revenue

How do we deploy the solution & roll-out services, quickly

How do we migrate & integrate your solution

Minimize our risk and ensure predictable outcome

Are my people ready to operate & manage this “new technology”

Can you help maximize performance & lower my operating cost
How We Can Help Your Staff

• Ensure rapid, reliable, secure video solutions

• Implement new technologies

• Keep the solution operating efficiently

• Receive 24x7 problem resolution

• Get rapid access to technical expertise
What do we provide

Video is Key for Experience Delivery

- High Definition
- Video Phone / Video Conferencing
- Video Streaming
- Video-TV On Demand / DVR / Mobile TV
- Gaming / Interactive TV
- Video to Other Devices
- Managed Video Applications
- Video Communications Services
- “Over the Top” Video
What do we provide
... But Not Easy to Deliver

Multi-component Interoperability

Time to Market

Impact on Existing Services

Quality of Service (QoS)

Network & Infrastructure Readiness

Design for the Future Scalability

Availability, Performance, Security

...there are multiple challenges in deploying a Flexible Video Solution...
What do we provide
Overview Services

Coordinated Planning & Strategy
- Make Sound Strategic and Financial Decisions

Prepare

Operational Excellence
- Assess Video Readiness
- Assure Video Quality
- Operational Excellence
- Prepare

Optimize

Design Video Solution
- Can your Network & Infrastructure Support the Proposed Architecture
- Design

Plan

Solution Implementation
- Products, Services, Support Aligned to the Requirements
- Implement

Operate

Asses Video Readiness
- Ensure Video Quality
- Plan

Maintain Network Health
- Manage, Resolve, Repair and/or Replace
- Optimize
AS Video Portfolio

1. **Integration** services and Systems integration
   - System Architecture Design
   - Video Engineering Consultancy
   - **Project Management**
     - Project execution: **Installation**, Documentation, PoC/Testing, Acceptance, VQM)

2. **Support Services**
   - SPBase & SLA

3. **Training Services**: Operational Technical, Maintenance, Technology
Customer Demo Centers and Labs

Cisco Video Centers of Expertise
Kortrijk – BELGIUM
Atlanta – US

- Integration labs provide flexible End-to-End configurations for Integration PoC and Testing
- 3rd party-equipment integration
- Complete headend
- Multiple middleware/VoD systems
- DVB-T & DVB-H
- Multiple IP network architectures
- Extensive Test-tool & Management systems
Cisco Solutions for Video & Connected Home

- Internet Video Streaming Solution
- xOD Solution
- Video Quality of Experience
- DVB-T, DVB-T2 & DVVB-H Solution
- NG Digital Headend
- IP Contribution
- VDOC using DOCSIS 3.0
- FEMTO Cell
- Video Assurance Monitoring Solutions
- IPTV
Project Management

1. Group of over 20 Prince2™ certified Project Managers and Engineers

2. Over 150 years of combined video experience

3. Co-ordination with all stakeholders: Cisco SPVTG Techn. Specialists, 3rd party, Partners & Customers team

4. Focussed on Quality, Timing, Cost,..
What this means for you
Team to Success

1. **Single Point of Contact from A to Z**
2. **E2E Responsible** for all components of the proposed solution, including the 3rd Party components
3. Closely cooperating (“**In-Sync**”) with Customer
4. **Strong Project Teams**
   - Steering committee
   - PMO
   - Escalation management
5. **Project Governance**
   - Defined Workstreams
   - Scheduled meetings
   - Reporting
   - Issues, actions & risk follow-up
Who do we serve
Some of our customers
### Customer Challenge

1. Launch of the new Ziggo cable brand included aggressive plans to roll out Video on Demand (VoD) by the end of 2008.
2. Flexible VoD solution that can be customized to match their language, culture, and programming requirements, while meeting the guidelines of their business plans, especially rapid time to market.

### Services Solution

- Beginning with the Cisco headend and continuing across the VoD system to the Cisco high-definition (HD) Personal Video Recorders (PVRs).
- Third-party vendors for back office, conditional access, middleware, applications, and VoD servers.

### Impact on Customer

- Open, scalable solution supporting today's requirements and tomorrow's advanced features, including IP video.
- Solution drastically improves the way Ziggo's customers can enjoy their video experience.
- Positions the cable operator to maintain its leadership role.

“We were able to use Cisco's extensive video service launch expertise to take the risk out of the launch of Ziggo's new VoD service. Cisco aligned its video delivery team with the Ziggo team to create a solution that matched our business model and allowed us to move quickly from concept to operation to support of this mission-critical service launch in the Netherlands.”

Tijn Smithuis - Product Development Manager

Largest Dutch Cable Operator
Abertis Telecom relies AS-Video for their Advanced Audiovisual Services

Customer Challenge
1. Meet deadline for switchover to digital terrestrial television
2. Provide mandated population coverage
3. Minimize capital expense and reduce operational expense for satellite and terrestrial networks

Services Solution
- Combined satellite and IP terrestrial networks to distribute content nationwide in the most efficient way
- Upgraded satellite network to use more bandwidth-efficient Digital Video Broadcasting – Satellite Second Generation (DVB-S2) modulation
- Upgraded terrestrial network from ATM to IP

Impact on Customer
- Decreased customer prices by 5 percent without changing margins
- Decreased operational expense by 30 percent
- Decreased capital expense by 15 to 40 percent
- Increased market share by 20 percent

“We have had a very positive experience with Cisco solutions during our long relationship. In addition, we like Cisco’s approach and commitment to service. The company is consistent in its flexibility and willingness to evolve its products to meet our needs.”

“Since deploying the Cisco solution we were able to decrease customer prices by 5 percent without changing our margins. Our market share has increased by 20 percent.”
Cisco Playing to Win in SP Video

Best Portfolio, Best Alignment, Best Partners in Complex Space

OR:

Cisco
Cisco IPTV leadership: Highest rated E2E IPTV solution
Current Analysis Report March 2008

“Cisco’s IPTV solution set is very threatening to the IPTV solutions of rival vendors due to a wide variety of factors such as the possession of a three-dimensional in-house product portfolio that few if any rivals can match directly today without relying on multiple partners.”
## Build, Operate & Transfer

### End To End

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