Laying the foundation for Next Generation Content Delivery Services

In today’s telecom environment, subscriber needs are evolving from plain productivity and communication to other, more relaxed entertainment activities. Thus the demand for high quality media services will increase and force service providers and telcos to enrich their service portfolio with “Multi-Play” products and offerings.

The market demand for delivery of “Multi-Play” services, gives Cisco and SITRONICS the edge to play an important role in the broadband service delivery chain, by offering an end to end next generation content delivery solution.

Market Trends
Telephone companies around the world have seen their margins from fixed-line telephone services plummet due to deregulation of the voice market and growth in mobile telephony. In addition, the strong presence of alternative operators and CLECs in the broadband data and voice markets have intensified the competition forcing traditional service providers to rethink their business strategy.

Operators today realize that offering basic connectivity services is not adequate to retain their customer base and compete effectively in the broadband era. They need to evolve into value-added service providers in order to revamp the declining average revenue per user (ARPU). Bundling video and high-speed data with voice services, allows service providers to effectively compete with other operators and offer an alternative to the home entertainment market. In this manner, service providers can enhance their profitability, reduce customer churn and accelerate the recovery of their investments. Incumbent operators in North America, Asia and Europe are becoming well attuned to the opportunity and have already started deploying “Triple-Play” services and beyond.

SITRONICS and Cisco Response
Building on their Multi-Service Delivery Platform, IP Set Top Box, Content Protection and Interactive Applications suite, SITRONICS and Cisco offer a truly end-to-end Multi-Play platform, enabling operators to offer more than just another “me-too” IPTV service. This technologically advanced platform, complemented with the necessary business and content consulting services, has turned NG-CDN into a market-proven offering for operators seeking a solid solution and a reliable business partner.
SITRONICS and Cisco NG-CDN Solution Overview

SITRONICS and Cisco offer a complete content delivery solution that enables telecom operators to offer “Multi-Play” services over any IP-enabled access network, homogeneous (e.g. exclusively xDSL or FTTx network) or hybrid (e.g. a combination of xDSL and DVB-T network), leveraging the benefits of each network type.

The NG-CDN platform of SITRONICS and Cisco allows telcos and broadband service providers to bundle video with existing data and telephony services and offer a complete service package to their customers.

The NG-CDN platform provides a common interface for service provisioning and subscription management. It is also interoperable with 3rd party access network element management systems, billing and customer care systems.

Platform modules and Components

The complete NG-CDN solution includes all elements required for the reception, protection, distribution and consumption of digital content and is composed of the following network entities (see above schematic):

• Video Head-end
• Conditional Access / Content Encryption System
• Content Distribution Edge Network
• Customer Premises Network

These four entities are coupled together through an Integrated Management Platform.

The solution seamlessly incorporates the appropriate modules over a Cisco intelligent network and video components and SITRONICS’ fs|cdn™ platform, starting from the Video Encoders and the Content Encryption modules/Conditional Access (at the Video Head-end), to the IP Set Top Boxes and the Interactive Service Guide in the Customer Premises Network, enabling the end users to access a plethora of value-added services. NG-CDN employs a distributed architecture (Content Distribution Edge Network) to avoid core network overloading, by push-ing content and intelligence much closer to the users at the edge of the NG-CDN network. The platform also includes a wealth of management tools and interfaces, as part of the Integrated Management Platform, to help service providers quickly and smoothly deliver their product offering.
The turn-key offering is completed with the necessary **business** and **content consulting**, as well as customization services that an operator or service provider may require to effectively compete in the Multi-Play services arena.

**Services**

The services supported by the **NG-CDN** platform include:

- Broadcast digital TV / radio
- Video on Demand (VoD)
- PVR & Time-shifted TV
- Parental control
- On-line gaming
- Multiple languages support
- On-screen content services
- Integrated Telephony Services
- T-commerce applications
- Unified messaging (Voice-mail, e-mail, Chatting / Messaging) on TV

**Solution benefits**

The **NG-CDN** solution enables operators to deploy “Triple-Play” (and later “Multi-Play”) services in a cost-effective way enhancing profitability, reducing customer churn and accelerating the recovery of their network investments.

- **NG-CDN** is an end-to-end “Triple-Play” solution, that eliminates the need for extensive cross-vendor interoperability testing and enables operators to enter the market quickly
- **NG-CDN** truly integrates IP-Telephony with video and data services
- **NG-CDN** incorporates a comprehensive, end-to-end content protection mechanism, covering all aspects of user authentication, authorization and content encryption, thus ensuring service providers revenue streams and easing content providers intellectual property concerns
- **NG-CDN** middleware allows quick customization of the Interactive Service Guide, while it enables operators to develop their own services and applications
- **NG-CDN** allows remote CPE configuration and management enabling operators to minimize set-up time and customer support costs
- **NG-CDN** provides unified application environment, allowing subscribers to access the same services over TV and/or PC, transparently roaming their preferences and personalization settings
- **NG-CDN** is based on a distributed architecture, thus enhances system reliability, reduces traffic on the core network and enables gradual network deployment for faster ROI.

**About SITRONICS**

JSC SITRONICS (LSE: SITR), headquartered in Moscow, Russia, is a leading provider of telecom solutions, IT solutions and microelectronic solutions in the CIS region with a rapidly growing presence in other EEMEA markets. Main segments of SITRONICS operations are: Telecom Solutions (comprised of SITRONICS TS and INTRACOM TELECOM), IT Solutions, Microelectronic Solutions, with two venture business divisions: Consumer Electronics and Electronics Manufacturing Services. SITRONICS’ subsidiaries are based in Russia and other CIS countries, Eastern Europe, Middle East, Africa and North America. Information about SITRONICS can be found at http://www.sitronics.com
Professional services

The wide breadth of SITRONICS expertise in most areas of the Content Delivery business enables quick time-to-market and adaptation of the final solution to customer requirements.

SITRONICS possesses the know-how required in order to be involved in all steps of a successful service delivery proposition and provide a rich portfolio of professional services, including:

- Business cases development
- Network Planning, Design & Optimization
- Content Delivery Solution Design & Implementation
- Service Customization
- Customer Training
- After-Sales Support
- Content providers / Aggregators Partnership Development

The rapid evolution in the telecommunications area, as well as changes in operations and development of Service Providers and Network Operators, dictate the utilization of integrated platforms and networks, as well as the effective support in all areas of business operation.

Responding to these demands, SITRONICS has established the workforce and processes to provide turn-key solutions and help operators expand their business, as the only way to ensure SITRONICS own growth and success.

About Cisco and SITRONICS

Cisco and SITRONICS formed a regional alliance to bring advanced communication solutions to countries that are undergoing major economic and social transformation, such as Russia/CIS, Central and Eastern Europe, Middle East and Africa.