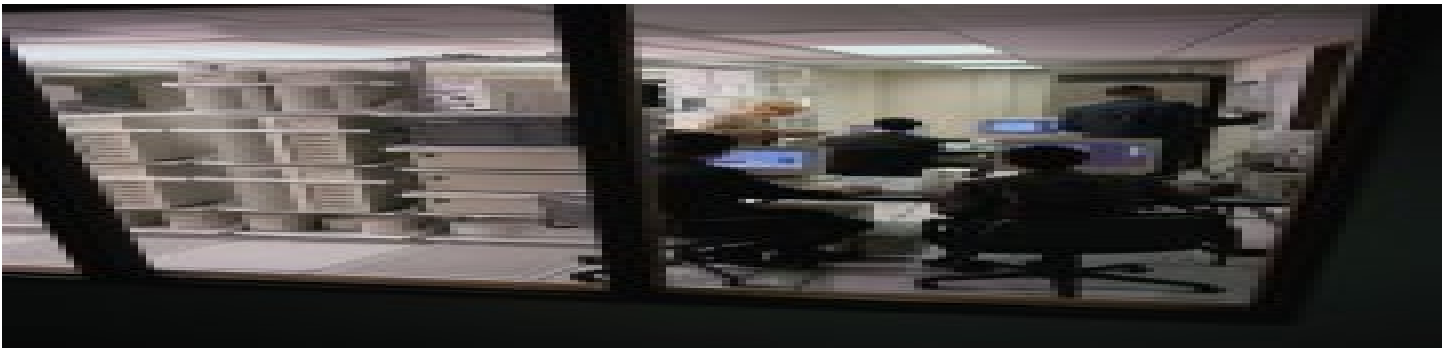


# Everstream Data Suite™



## Universal Data Collection, Transformation, and Warehousing

Concurrent's Everstream Data Suite provides the core architecture for data extraction, transformation, wide area network transport, loading, and storage of your data. It is a comprehensive solution for collecting data from disparate ITV systems and platforms, scrubbing and transforming your data into standardized information, and storing your data within a standard data warehouse model.

Data Suite enables you to use Concurrent Everstream applications or third party solutions to leverage data from all your systems. Data Suite is comprised of two components including one centralized Interactive Data Warehouse (IDW) and one or more Interactive Data Gateways (IDG) for each site or market.

### One Stop Data Shop

Concurrent's Everstream Data Suite eliminates the need for your business and IT groups to learn, navigate and manage the sea of data obscured within your on-demand and interactive platforms. Our hub and spoke architecture makes remote collection of your data effortless and accurate, standardizing usage metrics and concepts across all your deployed vendor combinations.

### Business Oriented Approach to Data Access

Anyone experienced with usage and operational reporting will tell you that data access is only half the battle. For business units to truly leverage the wealth of information available throughout the enterprise, data must be organized in a way that not only meets your response time needs, but also aligns with key business metrics and reporting standards. Concurrent's Everstream Data Suite goes far beyond merely providing aggregated data from all your markets and platforms, it also provides an info-centric approach that makes sense to your marketing and operations groups. .

### Open Support for Off-The-Shelf Tools and Applications

Concurrent's Everstream Data Suite is built upon open relational database standards using proven Oracle technology. Our customers enjoy total access to their Data Suite public schemas, enabling them to use off-the-shelf OLAP and reporting tools, or our suite of Reporting and Analytics products

### Designed To Support Industry Standards

Concurrent's Everstream Data Suite was designed from the ground up to support industry standard metrics for usage and operational reporting. Our data reflects years of study, feedback, and experience from cable deployments.

### Support for All Major iTV and Interactive Platforms

Concurrent's Everstream products are the only provider of complete connector support for the leading technologies that power interactive TV and on-demand services including SeaChange, Arris, Motorola, Cisco, and TANDBERG.



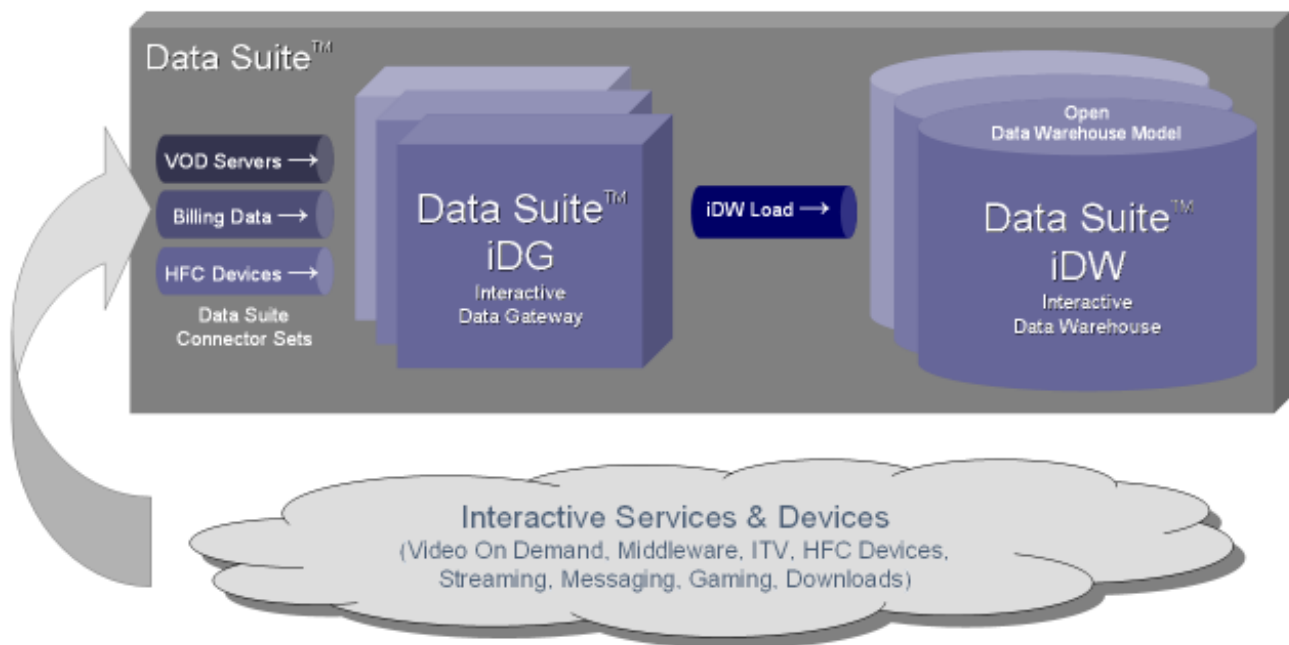
### About the IDG

The IDG contains a processing engine that manages periodic extraction, transformation, and loading of remote data from event logs and relational databases, as well as incoming messages from multiple systems throughout the enterprise. It also provides configurable settings for process interval, exclusion periods, and remote system utilization thresholds to prevent degradation of system performance during peak times.

### About the IDW

The Interactive Data Warehouse is an open and scalable repository of business and technical information. Designed for "info-centric" vs. "transaction-centric" access, the data warehouse provides high performance support for the analytical operations through the use of Everstream's Application Suite, or through the use of third party analytics or reporting tools.

With the capability of storing years of interactive and on-demand data such as consumption, content metadata, subscriber account characteristics, errors, and base-level events, the IDW provides a single source for a unified vision of system performance for all your organizational groups



### Everstream Data Suite Connectors

Concurrent provides a series of connectors for commonly deployed iTV vendors including SeaChange, Arris, Motorola, Cisco, and TANDBERG.

### Consulting Services

Concurrent's expertise and key relationships with leading technology vendors enables us to provide services that supplement and enhance our software products. These services deliver return by providing solutions that empower users to make business and technical decisions by unlocking the potential of their data. We can also assist in identifying important correlations and key performance indicators which will drive per-subscriber revenue, reduce subscriber churn, and drive down costs.

# Everstream Data Suite <sup>TM</sup>