

Oi™ for VOD

Operational Intelligence



Universal Performance Management and Operational Analytics for VOD

Concurrent's Oi for VOD helps make a science out of retaining your subscribers, reducing your support costs, and increasing your revenue.

Oi for VOD provides operations and engineering teams with crucial insight into service performance and subscriber experience for digital services such as video on demand. Oi for VOD enables clear and concise roll-up of metrics and trends, with easy-to-use Scorecards and Dashboards. The system provides comprehensive management of key performance indicators such as:

- **Session quality and growth rates**
- **Capacity planning**
- **Root cause analysis and correlations**

New Opportunities, New Challenges

With much of the investment in place and millions of subscribers already enabled, on-demand services present an exciting opportunity for cable operators. Video-on-demand (VOD) is critical to attracting and retaining profitable digital tier subscribers.

Operators are looking for new ways to track and expand their service usage. They need to know the details about their subscribers' experience and they need the tools to reach out to those who may be at risk of leaving. As operators continue to roll out open solutions from multiple system vendors, the need for a "common metrics" approach to managing key performance indicators has increased dramatically. Concurrent's Oi for VOD was designed to meet these needs. It provides the industry's first comprehensive solution for performance analytics.

Oi for VOD provides an easy to understand and visually engaging view of business and technical metrics. It lets managers set and track targets, view subscriber trends, sessions and stream performance, and measure the effects of technical and marketing initiatives over time. It provides a unified view of performance and goals so different groups within the organization can work from the same foundation of knowledge.

Oi for VOD makes sharing metrics with other key stakeholders easy by providing the ability to scorecard and forward Adobe® Acrobat® snapshots of any Scorecard screen by corporate E-mail. Standard key performance indicators include:

- **Subscriber activity / inactivity rates**
- **Capacity utilization**
- **Session success / failure rates**
- **Session and stream statistics including stream utilization trends**



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Dashboard & Session Analyzer

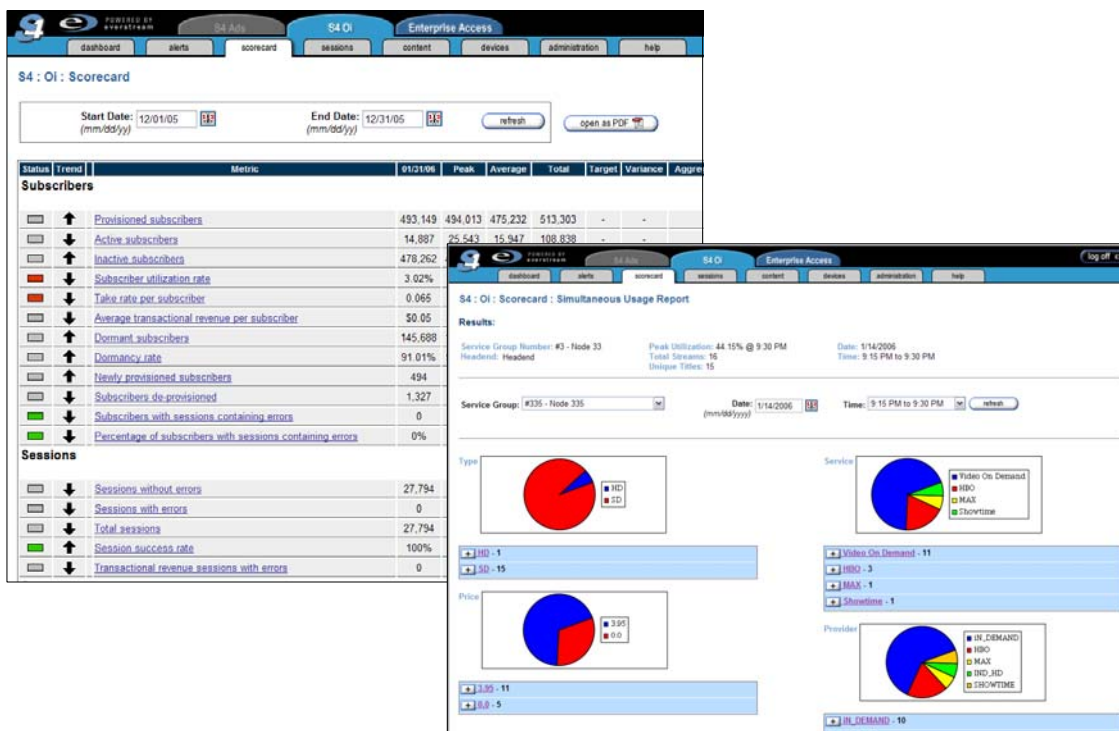
The Oi for VOD Dashboard provides a multi-perspective console for engineers to analyze system performance, identify complicated root-causes of issues, and fine tune system operation. By viewing aggregated events by session, content, devices, and alerts, with graphs displaying the top ten factors for each perspective, engineers can quickly identify trends and correlations that affect the key performance indicators on the scorecard.

The dashboard provides multiple levels of detail, starting with aggregated statistics and ending with individual subscriber session detail. It provides flexible search options such as by event type, date and time, subscriber account number, set top box address, content title, and alert scope. Oi also provides a robust conditions manager. It allows users to (a) define multiple criteria that make up a condition and (b) set thresholds to identify potential issues early.

Powerful Scorecarding

Oi for VOD provides powerful analytics and performance management for measuring the technical and business objectives of your entire on-demand offering. **Measurements include capacity utilization, session success rates, stream utilization, and activity and retention statistics.** An easy to use web interface provides anytime / anywhere access enabling users to define target objectives, view trends, plot progress graphs, and compare markets.

The scorecard contains recognizable icons which illustrate target attainment and trend direction, as well as time filtered charts which graphically compare targets to actual performance.



Support for All Major ITV and Interactive Platforms

Concurrent is the only provider of complete connector support for the leading technologies that power interactive TV and on-demand services including Concurrent, Microsoft TV, Cisco ACNS, Real Networks, Windows Media, SeaChange, C-COR, Motorola and TANDBERG, as well as all major billing systems including Convergys, DST/Innovis, and CSG.



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