

Intelligent Video Management

Customer demand for data connectivity continues to accelerate globally driven by the adoption of smart devices and the increased consumption of video content. Video content has grown to account for over 50% of all data traffic and this trend is increasing. Many operators have deployed video optimisation solutions to relieve the burden video places on network bandwidth, to improve the customer experience and to reduce the requirement for immediate network capacity investments. Operators are also investing heavily in separate policy and charging control solutions (PCC) to control and monetise access to their data networks through initiatives such as advice of charge to avoid bill shock, fair usage charging and tiered pricing plans. The lack of integration between video optimisation nodes and PCC systems can give rise to contradictory policies that negatively impact network performance.

Openet's Intelligent Video Management Solution allows operators to dynamically control video optimisation, to improve the return from existing video optimisation and PCC investments and to deliver a better Quality of Experience. This solution leverages Openet Policy Manager to allow service providers to co-ordinate policy decisions across their PCC and video optimisation infrastructure, to intelligently identify and prioritise video content and to give customers the best and most appropriate quality of experience.

SYNCHRONISING POLICY & VIDEO OPTIMISATION

The traditional approach to implementing video optimisation relies on static policies that are stored locally on the video optimisation node. The growing use of dynamic policies by operators raises the risk that local policies on the video optimisation node may compete or contradict with policies, such as "Traffic Shaping", which are controlled by PCC systems. Openet's Intelligent Video Management Solution supports dynamic interfaces to multiple policy enforcement points, including video optimisation nodes, enabling operators to fully synchronise their policy decisions and to reduce the risk of contradicting policies. Openet Policy Manager can also deliver dynamic policy rules to each enforcement point based on the unique set of capabilities of each node as well as based on real-time events such as network congestion, time of day and volume threshold limits.

CONTENT IDENTIFICATION AND PRIORITISATION

Openet Policy Manager enables networks to become smarter and to identify different service and content types. Service and content aware policies enable Openet Policy Manager to make intelligent policy decisions that result in the appropriate output of policy rules including quality of service (QoS) parameters. These QoS parameters are used to set

the prioritisation levels of different traffic types. In addition to QoS, Policy Manager can interoperate with video optimisation nodes to set the appropriate level of video optimisation which can vary based on variables such as subscriber service plan, device type/screen size and location. This capability can also be used to monetise and prioritise specific content as part of partner business models with over the top (OTT) providers.

CONSISTENT CUSTOMER EXPERIENCE

The integration of video optimisation with PCC enables operators to selectively optimise video content based on dynamic policy rules. Openet Policy Manager can be used for example to instruct video optimisation node to set larger buffer size for prioritised premium content and offer a lower buffer sizes for all other content types. Customers will benefit from smarter networks with more intelligent traffic management as they will experience a more consistent video viewing experience.

MAKE THE MOST OF EVERY NETWORK AND CUSTOMER

Attract subscribers, provide them a great experience, maximize revenue from them, and minimize the cost to serve them. Sounds simple until you try to do it with millions of subscribers supported by inflexible legacy infrastructure amidst an ever-changing set of business requirements. To succeed in this environment, you must first know your subscribers and how they use your services, be capable of deploying innovative business models that maximize revenue, and be able to control the allocation of your network resources intelligently and efficiently. This is Making the Most of Every Network and Customer. And Openet can help with our Service Optimization Software. We provide this today for operators such as Vodafone, Orange, AT&T, Verizon and dozens of others across the globe.

OPENET FRAMEWORK

Openet products are built on the Openet Framework which gives our products their name and is the foundation for our suite of Service Optimization Software.

The Framework provides carrier-grade performance, as proven by the world's largest service providers to process billions of events daily and manage thousands of transactions per second with low latency.

Openet products and solutions integrate seamlessly with any network, enabling service providers to deploy highly configurable, convergent solutions to support voice, data, content, and multimedia services on one platform. Openet's suite of products includes policy management, mediation, charging, rating, balance management, profile management and dynamic context router.

SOLUTION DELIVERY SERVICES

Getting the Most Out of Your Investment

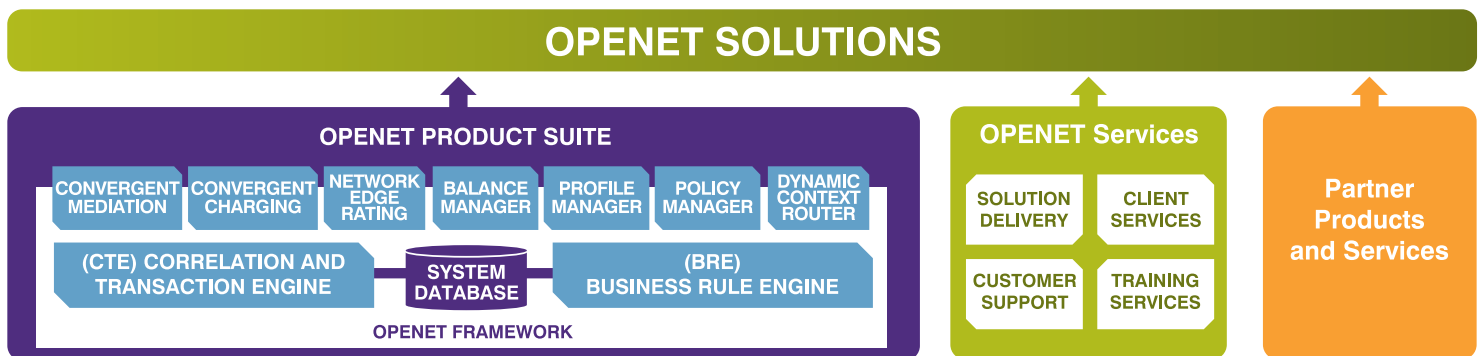
Simply put, Openet Solution Delivery Services leverage our focused expertise and highly specialized engagement processes to help you realize the full potential of your investment in Openet solutions. And, therefore, extract the greatest possible business value from your network activity. Our teams are deeply versed in the requirements for deploying and customizing our solutions to maintain performance at scale, while enabling service providers to launch new services quickly and cost-effectively.

A PROVEN FOCUS ON THE NETWORK EDGE

Openet focuses on network-edge solutions that extract increased business value from network activity. Combining highly specialized Solution Delivery engagements with Openet's industry-leading Framework and products, Openet enables today's service providers to rapidly introduce new services, while cost-effectively managing services already in market.

A PARTNER TO LEADING SERVICE PROVIDERS WORLDWIDE.

Openet implementations include long-running engagements with the world's leading service providers, including Verizon, AT&T, BT, and Orange.



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