



ETI: Simplifying Global TiVo Sales and Conversions



ETI has developed and deployed a comprehensive integration to TiVo that provides end-to-end automated service activation and simplified management of subscribers and devices across all video technologies, RF (Linux) set top boxes, IP (Managed Android) set top boxes, mobile devices, and streaming services.

The integration includes full support for PPS, In Home Detection, IPPV, IP PPV 2.0 and CubiTV VOD.

Help Your Customers get Video Services to Market Faster

- Expedite the initial stand up of TiVo with ETI's existing integrations into the Service Provider's business systems.
- Service Providers benefit from fewer deployment issues and enhanced troubleshooting tools that identify root issues more easily.
- Customer Service Teams have a simplified user interface that fits seamlessly into their existing screens and workflows - providing better subscriber information and tools that enhance their resolution ability.

How ETI Helps

- Plug and Play Solution: ETI's OSS solution is pre-integrated to all TiVo endpoints:
 - Core: Trinity, LinPub, Feature Enablement (FE), Device Binding Service, and IP PPV.
 - PPS: Fully integrated to support all device types, including mobile and streamers
 - In Home Detection: Validate subscriber location and region using IP address location services.
 - PPV: Supports IP PPV 2.0 specifications, IPPV (subscriber self-initiated) ordering, and CSR assisted ordering and cancellation.
- Pre-integrated into many supporting technologies: RF cablecard provisioning (DAC & DNCS), access networks, video on demand,

identity management, DRM (Verimatrix, as required), 3rd party set top box management (i.e., eVue EDM).

- Partner with an expert – ETI has 25 years of video and integration experience and are supporting TiVo and your clients on this solution today.
- Reduced complexity and deployment friction – helping your customers get to market faster so you can recognize licensing revenue quicker.
- Deployable across all network types – the ETI and TiVo solution works in all network environments and device types. Regardless

of the network type and number of legacy devices, this solution enables every customer that wants video to quickly move forward with TiVo.

- Pursue new markets – ETI works with cable companies, municipalities, utilities, telcos – we know these companies and can help you reach new targets with confidence.
- Accommodate third-party vendors – Your clients may bring their own VOD or set top box solutions which could slow your sales cycle. ETI supports all these integrations and can help keep your sales cycles and deployment schedules moving.

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If you are trying to sell these capabilities, we can help.

TiVo Classic

- Full flow-through provisioning and service activation for all device types
- Account management
- Device assignments
- Provision RF CableCards (via 3rd party)

IP Linear

- Manage IP Video streaming accounts and devices
- Supports mATV Device Binding Service
- Sets EAS package
- Manages entitlements
- Manages network DVR

In Home Detection

- WAN IP Address Lookup
- Region Lookup

Mobile and Unmanaged Devices

- On-boarding unmanaged devices
- License Plate Binding for streamer devices (Roku, FireTV, etc...)
- Enforces maximum device limit for each account

Have more questions? Contact us.

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Who uses this solution?



Partner Provisioning System (PPS)

- Real-time PPS validation
- Manage PPS messages for STBs, mobile and other unmanaged devices

Pay Per View (PPV)

- PPV schedule management
- Credit limit enforcement
- CSR assisted ordering and cancellation (IP PPV 2.0)
- Set top box-initiated ordering
- Reports purchases to billing

