

# Platform Overview

## Myrio® TotalManage

Myrio TotalManage 3.7 is the latest release of the industry-leading backoffice software application developed by Myrio Corporation - A Siemens company. TotalManage is built on J2EE standards compliant architecture to support portability across a variety of hardware platforms that enable customer provisioning and management, content management, channel packaging, transaction processing, billing, and data collection. This truly open platform offers the broadband service provider a turn-key, yet extensible platform for managing all advanced IP video services.

### Subscriber Management

- Subscriber provisioning
- Individual subscriber profiles
- Multiple set-top box types per subscriber
- Parental controls
- Individual subscriber restrictions
- Subscriber billing system interface
- Subscriber transactions display
- Set credit and transaction limits

### Product and Pricing

- Define, price, and manage:
  - Digital TV channel lineups
  - Video on Demand (VOD)
  - Pay-per-view (PPV)
  - Caller ID
  - Pause live TV
  - Customizable Web-based content
- Create, manage, and price service offerings

### System Management

- Role-based access controls
- Customized transaction reports
- Record system user activity
- Provision set-top boxes (STBs) automatically
- Manage STBs securely and remotely
- Integrate subscriber billing cycles with legacy billing systems
- Integrate with existing CRM/SMS systems using the Subscriber API

### Broadband Operator Benefits

- Web browser accessible
- Scalable network architecture
- Compatible with Oracle™ 9i Suite for 99.999% reliability
- The only 100% J2EE compliant IP Video back-office solution for easy integration into existing OSS/BSS systems
- IP-based EAS reduces headend cost and complexity
- Remote STB software upgrades
- Automatic STB provisioning reduces travel to customer sites
- Multicast Messaging & Data Distribution Framework (MMDDF) reduces network congestion and increases scalability
- IP services management (DHCP, DNS) reduces operational complexity
- Vendor independent support for multiple VOD servers on a single network, allowing a distributed content architecture



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## TotalManage Version 3.7 Enhancements

Beyond the improvements in packaging and distribution, Myrio TotalManage also offers new features around VOD, networked PVR support, and increased integration with popular third-party products, such as Verimatrix Conditional Access System (VCAS).

### APIs

- Use the enhanced Subscriber API, which permits third-party systems to use the API to retrieve subscriber data
- Use the enhanced Content API to automate the content metadata process, using CableLabs® 1.1
- Use the Entitlement API (real-time event notification) to produce a list of service entitlements that are used by external (third-party) systems, such as encryption systems, access systems, VOD servers, BSS to perform conditional access, or record in real-time rentals for both broadcast services and on-demand services (for example, VOD and Web content that requires authorization)
- Use the nPVR API to offer subscription controlled, network-based personal video recording functionality

### nPVR

- Offer a network-based PVR solution to those subscribers with set-top boxes that do not have hard drives

### On-Demand

- Support multiple VOD servers, even from multiple vendors in the same network with no client code changes
- Support for Media on Demand, Subscription Video on Demand, and Free on Demand
- Support the CableLabs 1.1 metadata specification: Direct importing of the metadata in TotalManage

### Categories

- Categorize content for Web, Video-on-Demand, and DTV
- Offer packages based upon categories to simplify package management

### Content

- Group/categorize content for packaging to subscribers (e.g., Sport Package) and improve the means for subscribers to find or search for content

### EAS

- Designate which level of EAS alert (national only, local and national, or none) to which a channel responds
- Subscribers receive EAS alerts via a video crawl message

### Regional Television Programming

- Support different channel numbers on a per location basis and offer different channel lineups based on location
- Cover large service areas and support multiple regions with one instance of Myrio TotalManage

### Packaging & Pricing

- Group all content into single packages, specifically VOD content, which allows the support of subscription-based VOD (SVOD) packaging
- Increase the flexibility in pricing service offerings and expand the package offerings on an individual subscriber basis
- Restrict the availability of packages to particular locations, thereby providing a regional packaging capability
- Offer different types of content (DTV, on-Demand, and Web) in a single package for a single price (monthly or per purchase)
- Group Web-based content into packages, offer those packages to their subscribers on an opt-in/opt-out basis. Offer selected content to only those subscribers who select that package
- Offer Free on Demand feature, which provides access to content (Video, Web-based, and others) without the rental process

