

# 360Provisioning

Zentive Supports Virgin Media's  
Next Generation TV Launch –  
Technical Overview



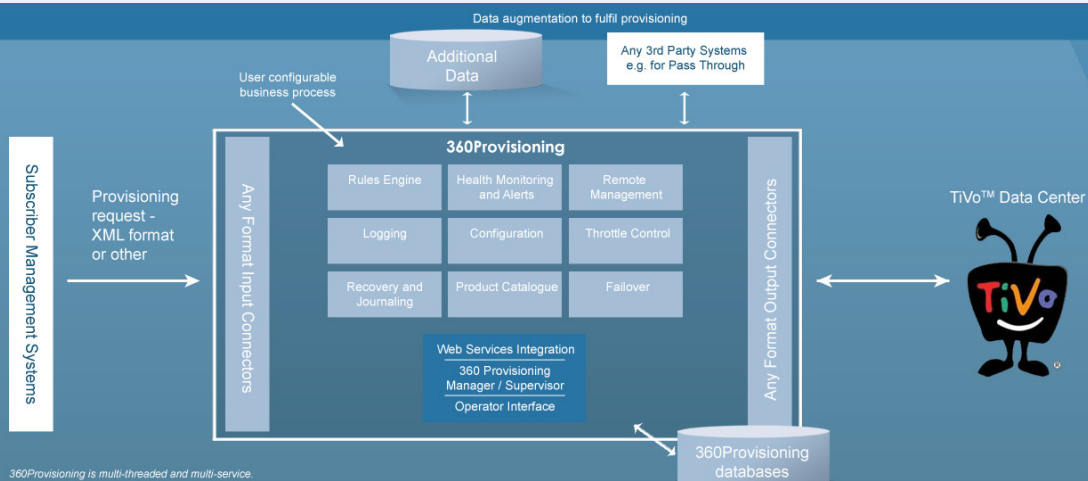
# ZENTIVE SUPPORTS VIRGIN MEDIA'S NEXT GENERATION TV LAUNCH – TECHNICAL OVERVIEW

## OVERVIEW

Zentive's flagship 360Provisioning™ and service assurance software suite of modular products are designed to be deployable across any device or network. The 360Provisioning™ activation platform capabilities within the enhanced suite have now been extended to enable leading entertainment and communications companies to cost-effectively address the demanding requirements of implementing, and proficiently managing, the deployment, provisioning and maintenance of the next generation of advanced TV services whilst reliably assuring an enhanced overall customer experience.

The 360Provisioning™ modules of the Zentive 360 Product Suite are purpose designed to provide a multi-threaded, resilient and generic application to handle the complexities of a service request application interfacing with a downstream provisioning platform. The key 360 modules deployed in TiVo™ service activation provisioning comprise: 360Provisioning CORE, GUI Manager and Supervisor deployed in combination with specific dedicated interface Blades compatible with the operator's infrastructure requirements and, in particular, the new 360Provisioning TAM (TiVo™ API Manager). This is a Blade-based implementation of requisite standard interfaces to the integration points presented by the TiVo™ Data Center.

Using open industry standards the overall application orchestrates all requirements between the subscriber management system (SMS), which typically initiates the service requests and the downstream provisioning applications – conditional access for linear video and TiVo™ Data Center for internet based services. Also, the corresponding responses returned from the TiVo™ Data Center will invoke subsequent business processes and exception handling, as appropriate.



## 360Provisioning FOR TiVo™ ACCOMMODATES:

### As Input:

The complete set of API message types associated with the Set-Top-Box (STB) including install process variants, service changes, refreshes, suspensions, reinstatements, disconnections and engineering commands together with the TiVo™-specific functional calls.

### As Output:

The complete portfolio of API output messages comprising the TiVo™ Data Center services command set.

- State-of-the-art product suite and architecture addressing today's and future provisioning needs.
- Can independently handle Linear Video (CAS) and TiVo™ requirements.
- Implement all business process logic with a flexible rules processor.
- Dynamic transaction throughput to optimise performance and system resources.
- A real-time browser based centralised view of all transaction data.
- Assured recovery and delivery of all service requests.

## CORE

The Core is a standalone Java application that provides a highly configurable front-end provisioning interface that reads XML or other format activation requests supplied to it from third party systems (typically subscriber management systems), interprets those requests, constructs the desired provisioning message/s and then sends them to the TiVo™ Data Center.

## GUI MANAGER

The GUI Manager is a fully featured, web browser management front-end to the CORE and provisioning databases. It provides a visual representation to the provisioning data, real time and historical transaction status, systems health and status and full control of facilities such as shutdown, start-up and suspend.

## SUPERVISOR

The Supervisor acts as a gateway between the GUI Manager and the CORE, enabling management commands to be sent to the CORE as well as providing access to the main provisioning databases. It also provides a Web service based interface for other third party systems, allowing these access to the provisioning databases and execution of API requests through the TAM.

## TAM (TiVo™ API Manager)

The TiVo™ API Manager (TAM) is a standalone java application which acts as a load balancing and tuning proxy for the TiVo™ API's. Requests are received from multiple clients and forwarded to the appropriate endpoint for processing. Each API is load balanced to ensure that transactions are processed efficiently, while also providing failure management features.

## ABOUT ZENTIVE

Zentive is dedicated to innovation, business centric application software and complex systems integration services within Multiple Service Operators and Next Generation Operators. Our operating environment lies in the BSS and OSS spaces with a particular focus upon service provisioning, service assurance and subscriber web portal solutions. Today, Zentive is trusted by many leading high-end cable service providers in the US and Europe who are seeking cost-effective advanced operational solutions to improve productivity and customer experience.

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