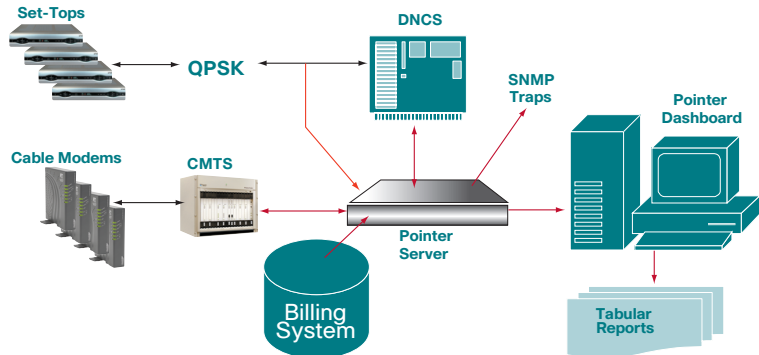


# Visibility into Your Network

Your success relies on the success of your network. And, with Scientific Atlanta's Pointer™ and Retriever™, you will have granular insight into your network.

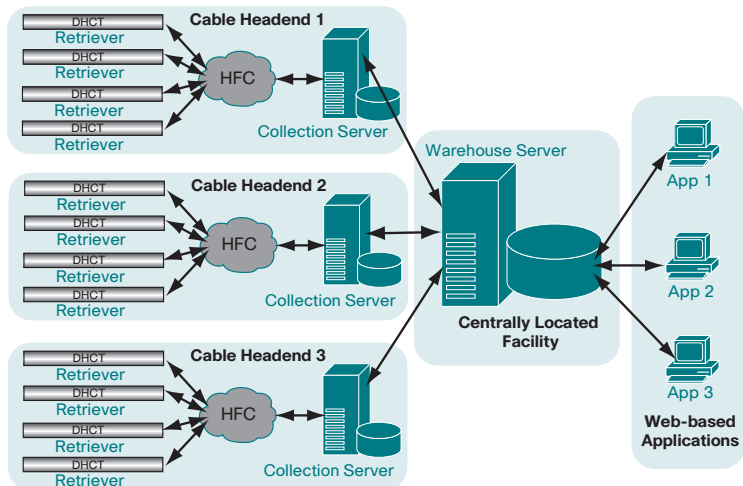
## Pointer

- Quickly detect and locate HFC outage conditions with no load on the network
- Efficiently identify 2-way connectivity performance issues with set-tops and cable modems
- Evaluate high-impact areas for rapid deployment of technicians to resolve issues
- Evaluate main contributors to Non Responder conditions, enabling you to develop action plans



## Retriever

- Gain access to valuable viewership data for internal applications:
  - Evaluating content licensing
  - Increase local ad sales revenue
  - Bandwidth optimization analysis
- Enable new revenue streams by the sale of viewership data to 3rd party research companies
- Scorecard HFC plant performance to prioritize preventative maintenance efforts
- Evaluate the health of:
  - Digital video as received by your set-top population
  - Set-top memory fragmentation
  - Return path from set-top transmit levels
  - Reboot rates



## Prepare For Switched Digital Video Success

Pointer and Retriever can help ready your network for the launch of Switched Digital Video:

- Decide which channels to move to SDV
- Bring non-responder rates to desired target for SDV
- Capacity planning (i.e. service group sizing, number of QAMs needed per service group, etc.)