

making the case for video over dsl

- ✓ strategy development
- ✓ differentiation
- ✓ business models and planning
- ✓ press and analysts
- ✓ independent validation
- ✓ multi vendor testing
- ✓ partnership opportunity
- ✓ market scan
- ✓ positioning and messaging



making the case for video over dsl

The aim of the programme is to provide your organisation with an end-to-end business case for your Video over DSL product or service – focusing on both its technical and its commercial viability. This will include a scan of the competitive landscape that will help you identify the best opportunities for you. We will help you differentiate and position your products and services against your competitors, help you develop the messaging that you need and provide you with all of the proposition elements and business case metrics necessary to win business. At the end of the programme you will know the right direction for you, and have the tools and information to put your strategy into successful and profitable operation.

In addition to the benefits specific to your product or service, by participating in this programme, you will be instrumental in driving the market forward and setting the agenda for future added-value Broadband applications.

what does the programme include?

A lead consultant will be assigned to you at the outset, selected to best match his experience against your requirements. He will be responsible for designing the programme with you, and delivering the results you expect. Detailed below are various areas that our consultants are able to assist with, some of which you will no doubt wish to be included in your own programme.

strategy development

Broadband Vantage has a wealth of experience in strategic planning, which can be brought to bear upon your own specific challenge. We will sit down with you before the programme starts to define your objectives and define the specific deliverables.

differentiation

The days of the true USP (Unique Selling Proposition) may have gone but the need to differentiate your products and services is ever more acute. The ability to develop sustainable and defensible differentiation will help you penetrate and even dominate your sector.

business models and planning

Broadband Vantage will provide you with a customised consultancy service making full use of the model we have developed to enable you to better understand how your products and services fit into your customers' Video over DSL Value Chain.

press and analysts

Included in the cost of the programme is a campaign of Press and Analyst communications, which can be tied back to your own programmes to ensure maximum value.

independent validation

Broadband Vantage has developed this programme with our partner NSS. NSS is a vendor independent testing organisation based in the South of France. NSS has built a reputation for "real world testing" that means the outputs from the programme can be used directly in sales, marketing and communications activities. NSS will work with your lead consultant to deliver the testing phase.

multi vendor testing

We can cross test any combination of vendors' systems. This reduces the costs for each participant. You will select the other participants you wish to work with through the testing phase. We can tailor the programme to mirror the requirements of one or a group of customers, ensuring maximum value from the output.

partnership opportunity

You select the companies that you want to work with on the programme. Each of these companies will have their own strengths in the marketplace and this will provide you with an opportunity to develop partnerships, which can complete or extend your offering so that you really can deliver an end-to-end Value Chain for your customers.

market scan

Making sure your market assumptions match the opportunity is key. We will work with you to ensure that your marketing plans are realistic.

positioning and messaging

Having confirmed your strategic direction and your offering the next stage is to make sure that you present your solution in the best light. Broadband Vantage consultants have a range of marketing skills they can call on either personally or from other associates. These will be targeted to ensure that you have the key messages right and that you can execute on your marketing plans, independently or with Broadband Vantage.

what are the deliverables?

main report

The key deliverable is a personalised report with the results of the test, outputs from the Business Case Development consultant and our recommendations for your next steps. It may include:

- ✓ Detailed test results and test report with suggestions for enhancements and work-arounds
- ✓ Market scan. Whilst not an exhaustive market research document this will enable you to understand which are likely to be the most profitable markets for you
- ✓ Strategic review including SWOT/GAP analysis
- ✓ Differentiation. Success is about differentiating what you do from other approaches or solutions. We will help you achieve sustainable competitive advantage
- ✓ Business model metrics and elements. Personalised to you these enable you to structure profitable business cases for your customers
- ✓ Proposition development. For your customers to be successful with services based on your offering they need to develop engaging propositions for their customers. We will provide you with material to support this
- ✓ PR and analysts. Apart from the support programme included we can advise on follow up to maximise your return
- ✓ Channel and partner approach. We will make suggestions of routes to markets and other partners to consider, including ones not participating in the programme
- ✓ Positioning and messaging. Key to the success of your future marketing programmes is the ability to position your solution in the marketplace and create the core messaging to differentiate what you do from the competition

Any of these elements can be extended to deliver further value. Your consultant will advise you as to the incremental costs of doing this.

executive summary

A summary of the key programme findings will be included for each participant. This will also be published on the Broadband Vantage and NSS web sites and used as the key deliverable for the Press and Analysts programme.

non-participants report

A separate report, subject to demand, will be available for non-participants at a reduced rate. This is designed for Telcos and BSP's who want to get more information on what's available and what the issues are. Participants can opt to order this report at a further reduced rate within 90 days of the completion of their participation in the programme.

demonstration capability

As part of the test, you are welcome to bring potential customers, Telco representatives and members of the press to see your product working live. Your lead consultant, and/or NSS will quote any additional costs to you.

who should participate?

- ✓ Content providers and content management vendors
- ✓ Video server, compression and encoding vendors
- ✓ Layer 3 and above switching vendors
- ✓ Telco switching and infrastructure vendors
- ✓ Vendors of DSLAMs and associated technology
- ✓ OSS/CSS vendors (including Network management)
- ✓ CPE vendors

what the programme means for you

This programme will enable you to:

- ✓ Deliver well-constructed and researched business cases, with independent endorsement, to your customers.
- ✓ Understand your role, and its dependencies, in the overall Video over DSL Value Chain.
- ✓ Receive a certified, proven solution from a world-leading test organisation whose reports are used as primary evaluation data by thousands of IT departments.
- ✓ Present your product to over a million IT professionals through leading European journals, via a targeted and effective PR and Analysts campaign.

key findings

The findings required are defined and personalised for each participant as relevant. These are some of the key considerations:

bandwidth

- ✓ How much do you actually need for different applications and different vendor systems?
- ✓ How much does it cost? Flat rate or per use?

quality of service

- ✓ What level of packet error/loss, latency, jitter and contention can different applications support?
- ✓ What QOS scheme can you use? MPLS (end to end)? or ATM? And what are the pros and cons of each?

oss/css

How do you provision, support and bill for this?

services

What are the service combinations which will make money and for which market?

- ✓ Consumer – streaming or download, on demand or channel, Gaming?
- ✓ Business – Business TV, promotional streaming, remote training, video conferencing?

what does it cost?

Cost of the full programme is €15,000 to cover all testing fees, consultancy and resulting documentation.

The aim is that just one, small sale, based on the accreditation will more than recoup your outlay with Broadband Vantage. Now that's ROI!

Broadband Vantage and NSS Making the case for Video over DSL

For further information on how we can help your organisation please contact us

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NSS Network Testing Laboratories is a vendor independent testing organisation offering its facilities and expertise to both vendors and end users for private testing commissions

For more information please visit www.nss.co.uk

broadbandvantage

Broadband Vantage is a strategic consultancy that helps businesses move quickly to secure the best opportunities available from the broadband revolution

For more information please visit www.broadbandvantage.com