

New Services. Delivered.



From the Global Leader in
Advanced IP Service Fulfillment
Solutions.

Advanced Advertising | Delivered.

The Sigma Advanced Advertising Solution

In a market where media is exploding and advertisers have more options than ever before, competition for advertising revenue has never been more intense. The old gives way to the new as traditional vehicles – newspapers, magazines, radio – are replaced by new media and advanced advertising options that target specific consumer audiences. The Internet has shown advertisers that targeting niches and driving personalization can generate greater returns.



SIGMA SYSTEMS
NEW SERVICES | DELIVERED.

There are now more TV providers in the market, but services like PVR allow viewers to skip right over traditional TV ads. While television still appears to remain supreme, it must evolve to remain relevant and valuable to advertisers. Advanced providers of TV services can now take advertising to the next level with interactivity, personalization, localization, niche targeting and dynamic ad insertion. Sigma Systems' Advanced Advertising solution delivers unique functionality to enable TV providers to collect customer data, create audience qualifiers, and perform real-time decision making capabilities TV providers need to deliver unprecedented value to advertisers by reaching focused groups of consumers. Sigma Systems help service providers reach new revenue streams through a new offering of effective, targeted advertising services.

Sigma's Advanced Advertising Solution

Advanced advertising starts with understanding customers – who they are, where they live, what they watch, and what they buy. But gathering and utilizing that information requires a high level of trust and security. From a technical point of view, the volume of data to collect, centralize and analyze is enormous, which means it takes a highly scalable and highly available solution to tackle it. As tru2way, SCTE 130, and related standards evolve, the collection mechanism must embrace these standards to make implementation and integration easier for service providers to manage.

Leverage a Complete Solution – Sigma's Advanced Advertising Solution leverages the integrated power of Sigma's world class service fulfillment, mediation, and subscriber information service platforms. Sigma's Advanced Mediation Platform (AMP) is a real-time, bi-directional, massively scalable mediation engine that links network, service, device, and subscriber information to an operations infrastructure. It delivers the underlying architecture for all data event collection and processing. Coupling AMP with Sigma's Subscriber Information Service (SIS) platform paves the way to enabling advanced advertising, as described in the SCTE 130 standard. The Sigma SIS that is the key enabling component for identifying the appropriate audience qualifiers so that inserting targeted TV advertisements can occur in real-time.

Collect and Correlate – Service providers already house volumes of crucial information about their customers – where they're located, how much they spend, and to what services they've subscribed. Often this information is spread across different operations systems and stored in disparate formats. As tru2way emerges, an overwhelming amount of data becomes available for collection from the set-top box. This data shows what viewers are watching, what they buy, when they watch, and how they use the services available to them. But the data is raw and needs processing and analysis to become useful information. Sigma delivers the Advanced Advertising Solution providers need to centralize and normalize this information, manage it in a customer profile, and generate audience qualifiers that define new and more granular customer segments advertisers can use to super-target their campaigns and leverage dynamic ad insertion.

Deliver Privacy and Security – With so much new and detailed information about subscribers being stored and utilized, privacy must be enforced strictly. SCTE 130 audience qualifiers (AQs) allow subscribers to be grouped into specific and identifiable segments, but nothing that identifies a specific individual should be accessible to the outside world. Sigma provides the tools and firewalls necessary to protect subscribers' privacy, keep their identities secure, and to enable opt-out mechanisms that may be mandated or just smart customer management.

Automate and Execute Campaigns – Advertisements are not stand-alone entities, they are part of overall campaign strategies that can change continuously from the day ads launch. In a fast paced market where timing is everything, advertisers need service providers to move quickly and to measure response so they can optimize ad delivery to the best audiences. Sigma delivers the ability to rapidly deploy ad campaigns and insertions while automating results analyses and reports to drive campaign or up-sell optimization, as well all of the tools necessary to design and improve the operational processes that manage ad delivery and enable immediate feedback to the advertiser.

Conform to Standards – Sigma embraces leading edge standards that define the ways in which subscriber usage and viewing data is collected (e.g. IPDR), dynamic and interactive ads are defined, and real-time ad insertion decisions are executed. Sigma's solution is designed to let service providers deliver tru2way's real-time and interactive capabilities by linking end to end, automated service fulfillment with the interactive and on-demand information and services tru2way enables. The Sigma Subscriber Information Service, as part of Sigma's Advanced Advertising Solution with the Sigma Active Mediation Platform, fully supports the SCTE 130/DVS 629 architecture standard including audience qualifiers and audience qualifier sequences that define relevant subscriber attributes and allow for creative and granular market segmentation. The solution also supports IPDR event collection standards for voice and video usage and will continue to support tru2way set-top data formatting standards as they evolve.

All Play | Delivered.

Advanced advertising represents the next level of customer service, personalization, and revenue generation as all play evolves into a seamless and fully interactive offering. Sigma delivers all of the complete solutions service providers need to automate dynamic, market-of-one advertisement and promotions as an inherent aspect of their multiservice offerings. Sigma makes it easy to order, fulfill, and support new services, advertisements and promotions. It enables visibility across subscribers, users, services and network domains to deliver a complete All-Play experience from its consolidated Service Management Platform and market-ready Solutions.

About Sigma Systems

Sigma Systems (www.sigma-systems.com) is the proven global leader in delivering advanced IP service fulfillment solutions. Sigma's powerful OSS solutions enable the world's Communications Service Providers (CSPs) to deliver any service, over any access technology to any device. The company's award-winning software solutions include products for the fulfillment of Triple, Quad and All-Play services – defined as "New Services Delivered".

Sigma is a pioneer of Applications Enablement where new services and applications can be rapidly and efficiently enabled in a single system. Enablement includes service orchestration - where subscriber policy management, authorization and entitlement processes, and business rules are managed and openly available for real-time service fulfillment.

Sigma's heritage includes over 12 years of proven solution delivery experience in multi-service, multi-technology operating environments. Today, Sigma manages 50 deployments for CSPs with a combined total of approximately 100 million IP services deployed worldwide.

Discover what it means to deliver by contacting Sigma Systems today.

Sigma Headquarters
55 York Street, Suite 1100
Toronto, Ontario, Canada
M5J 1R7
In North America, dial toll-free:

1-888-SVC-MGMT or 1-888-782-6468

Sigma Systems EMEA
Portland House
Bressenden Place
London SW1E 5RS UK

Tel: +44 (0) 207 869 8005
Fax: +44 (0) 207 869 8001

Sigma Systems Latin America
Moravia, C 2 y 3, Ave. 4 #J-6
San Jose, Costa Rica

Tel.: +506-22353118
Fax: +506-22360214

Asia Pacific
Center of Excellence
402-D, 6th Floor,
Sigma House,
Senapati Bapat Marg.,
Pune, India
411 016

Tel: 91-20-2566 1992-93



SIGMA SYSTEMS
NEW SERVICES | DELIVERED.

Worldwide, dial:
Tel: +1.416.943.9696
Fax: +1.416.365.9227

www.sigma-systems.com corporateinfo@sigma-systems.com