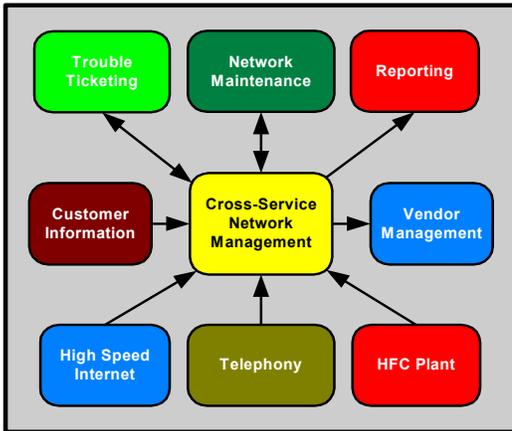


## True Integrated Service Assurance for Cable Operators

Today's HFC cable plant provides more revenue streams than just cable TV. More and more, telephony and high-speed Internet service offerings are generating significant revenues for cable operators. As a result, monitoring, supporting and maintaining the HFC cable plant as well as other service delivery



infrastructure has become more complex, and downtime has become more costly. The need for enhanced network monitoring and management has forced cable operators to purchase many "best of breed" tools, most of which are fine for specific needs, but don't provide an integrated view of the overall network infrastructure and the revenue-generating services it supports - *a critical requirement when trying to increase customer satisfaction, reduce excess truck rolls and maximize your infrastructure investment.*

The fact is, the different service offerings can, and often do, impact one another. On top of that, the health of the HFC cable plant itself affects ALL revenue-generating services.

With this in mind, network operations teams recognize the need for a cross-service, cross-technology network monitoring and management strategy.

### Help is here with One View™

The need for a holistic view into the operating condition of the end to end service delivery infrastructure is why Baseline Solutions, Inc. has introduced One View™. — *One View™ is not a product, but a service designed to leverage existing tools, information and the expertise you already have to produce an effective network monitoring and management strategy.*

The One View™ service will help you better manage your commodity network by combining leading tools with a proven methodology and industry "Best Practices" to develop a cross-service, cross-technology network monitoring and management strategy that maximizes the effectiveness of your operations personnel and allows you to accomplish your "core" business objectives. Additionally, One View™ increases

the amount of information available about the network's operating condition allowing you to make more informed decisions about network outages, performance and future growth.

Baseline Solutions, Inc. has an effective team of networking and systems management professionals to work with you and your team through all of the following project phases:

- Assessment of Existing Tools
- Network Management Strategy Development
- Network Management Architecture Design
- Operational Standards & Practices
- Deployment of Network Management Architecture
- Tools Documentation & Training
- Disaster Recovery Planning

### The Value of One View™

One View™ will give your organization significant benefits:

- ✓ Improve management efficiency by giving operation personnel all the data they need in one place
- ✓ Reduce downtime by quickly assessing the impact of disparate events to critical services
- ✓ Better access to information about the cable plant, services, outages and potential solutions
- ✓ Reduce software licensing and maintenance costs by auditing software use and eliminating redundant and excessive tools licensing
- ✓ Integration of otherwise disparate management tools into a cohesive event management strategy

***It's Not Just Your Network that's on the Line.  
It's Your Business.***

**One View™ for Cable Operators**

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