



CONSULTING

Experts enabling content delivery.

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REPUTATION

Operators recognize IMPEQ Consulting's expertise and diverse world-wide experience in content delivery and access networks as a valuable partner in order to meet the challenge of continuous change in our industry and derive from it opportunity and growth. When you work with our consultants, you are working with a dynamic talented individuals selected to meet the particular challenge. You contract with, IMPEQ, a stable company instead of individual consultants. Our customers are assured of receiving not only good advice, but the assurances of a long-term partner.

CHANGE

The exponential advance of both delivery and access solutions together with consumer appetite for new services has left Operators and Service Providers grappling with immense technical, operational and lifecycle challenges. Together with the fragmentation and breakdown of traditional revenue models Operators face unprecedented demand to bring change that is more diverse, quicker, and deeper than ever before.

IMPEQ recognizes its expertise and diverse experience is crucial if an Operator's business is to excel while, at the same time meeting the technical, operational and life-cycle challenges.

WHAT DO WE DO NOW?

How do these changes affect your offerings, your business processes or your network infrastructure? How can you implement renewed offerings while ensuring continuity and minimizing risk? Does your network have the capacity and capability to meet growing demand? Do your customers enjoy a quality user experience? Where can you most impact on operational costs and increase utilization of all assets? Where will your profit zones be in 3-5 years' time and how can your organization ensure its decisions today nurture the realization of that future?



Rob Timmermans: C.E.O

UNDERSTANDING CHALLENGES

These questions require diligent, detailed and carefully crafted responses. IMPEQ Consulting helps customers worldwide understand current challenges and what is driving them.

- We bring focus and clarity allowing planning to be accurately prioritized and realized.
- Our expertise and experience ensure the most innovative solutions are quickly able to deliver a high quality end user experience.
- We are able to harness the opportunity provided by change.

System concepts, Innovation, Specification, Design, Vendor selection, Delivery, Operations, Adaptive HRM strategies, Maintenance and Support, Life-cycle management.

IMPEQ Consulting ensures the operator continues to maximize content and network value to profit from increased revenue.

WHY IMPEQ CONSULTING?

Taken as a whole, IMPEQ is a multi-vendor partner focused on maximizing the inherent value of combining excellent people with the best technology, two key elements we believe are inseparable. IMPEQ's experts are part of a company culture that has a leading track record of planning, and building and running some of the most reliable and innovative video delivery networks in the world.

IMPEQ Consulting uniquely offers expertise in technology through the total life-cycle, a combination that continually enriches our proposition.

IMPEQ Solutions and IMPEQ Services serve up a wealth of information about systems and network performance and how it affects the entire end user experience. While IMPEQ Staffing provides up-to-date visibility in how Operators and Service Providers are changing operations and processes and what special challenges they face. Thanks to these inter-operable lines of business we provide our customers with current, tangible and executable advice that is of great importance when defining your future.

Together with your own expertise, we realize market leading businesses.



Ron Verheijen: Sr. Consultant, Dir. IMPEQ Solutions



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KEY VALUE PROPOSITIONS

- **Experience & Expertise**
- **Fostered Understanding**
 - Industry Threats
 - Industry Opportunities
 - Trust
- **Multi-dimensional Competencies**
 - Technology
 - Operation
 - Service
 - Quality Experience
- **Core business focus**
- **Strategy + Implementation**
- **High quality**
 - Leading end user experience
 - High availability
- **Innovation**
 - Deliver advanced and complex technology
- **Realize asset values**
 - Monetization
 - Utilization
- **Increased revenue**
- **Continuity**

EXPERIENCE & EXPERTISE

Our consultants offer invaluable experience and expertise, which is continually augmented by our field engineers and specialist solution designers. Trusted customer relationships, many of which have now entered their 15th year, help provide the foundation required for more innovative deployments such as multi-screen streaming, advanced security combining CAS and DRM, distributed redundant IP head-ends, next generation transmission modes, switched digital video/direct-to-edge and scalable IP based integrated monitoring and control. Naturally, our know-how also spans all traditional delivery segments (satellite, cable, and terrestrial) and their convergence with emerging broadband networks.

FOSTERED UNDERSTANDING

We believe that we view the industry from a unique perspective of technology and services, not simply products or man-hours. We solve problems that enable business goals to be met and deliver competitive advantage, recommend solutions that are operationally secure and highly serviceable, and engage vendors that deliver performance throughout a life-cycle. IMPEQ Consulting helps your team members learn to recognize and leverage industry opportunities while remaining alert to avoid industry threats.

MULTI-DIMENSIONAL COMPETENCIES

In order to be an expert in this industry, an organization has to build experience in the technological, operations and servicing aspects of video delivery and network infrastructure. IMPEQ Consulting uses its multi-dimensional knowledge and relationships to offer advice that truly encompasses the entire life-cycle.



CORE BUSINESS FOCUS

By taking on some of your most consuming activities, and helping you streamline your operations, we can help stimulate an environment which allows you to focus on your primary activities. Your management teams are skilled in developing and monetizing the customer relationship. IMPEQ Consulting ensures that your managers are able to focus on their core business without distraction.

Our highly specialist staff protect the real business objectives from any perceived risk and complexity brought by technology. These are the very tasks on which IMPEQ Consulting is focused and ready to take on.

STRATEGY + IMPLEMENTATION

Our advice deals with strategies and integrated solutions which at their inception benefit from our understanding of implementation and servicing entire networks, regardless of the chosen technology, vendor, solution or maintenance partner.

HIGH QUALITY

As a network Operator you realize, that the quality of your system is only as good as the people who stand behind it. Our solutions and services are top-tier because of our top quality people and their result focused work methodologies. Above all, we provide a service that has a sharp focus on delivering a high quality end user experience.

INNOVATION

IMPEQ has always been about technology adoption and integration. Moreover, IMPEQ has through the years gained a keen sense that helps determine which innovations are truly beneficial. We set out to leverage our experience and vendor relationships to assess and mitigate risk for individual Operators allowing them to maintain a competitive advantage.

REALIZE ASSET VALUES

Most businesses are either faced with wasteful ongoing capital expenditures for technology, implement solutions which aren't future proof and quickly require upgrading or don't get enough life out their equipment because of improper monitoring and servicing. IMPEQ Consulting advises its customers to ensure maximum value is delivered from all of your assets whether at the beginning of their lifecycle or when being phased out at the end.





Sample timeline & engagement scope in terms of value to your business. Broad, multi-tiered consulting relationships yield higher realized value.



INCREASED REVENUE

With professional expertise, fostered understanding, a multi-dimensional vision, and a renewed focus on your business, we are able to work with you to choose quality solutions. Upgrading to advanced solutions and diversifying into new technology spaces enable new integrated video services and a heightened customer experience. Fundamentally providing progressive revenue streams and retaining hard-won existing customers.

CONTINUITY

When you work with our consultants, you are working with dynamic talented individuals selected to meet the particular challenge. You contract with, IMPEQ, a stable company instead of individual consultants. Our customers are assured of receiving not only good advice, but the assurances of a long-term partner. If a project suddenly changes scope or new requirements demand structural changes to the equipment our consultants remain in place to provide continuity de-coupled from the supply chain. With IMPEQ Consulting it is possible to maintain knowledge and continuity while still benefiting from an optimal contracting strategy.



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CONSULTING ARENA'S - LEADING VIDEO DELIVERY DISCIPLINES

POPULAR SUBJECTS & CHALLENGES:

- *Network Planning & Design*
- *Vendor Selection*
- *System Design*
- *Strategy*
- *Project Management*
- *Supplier & Supply Chain Management*
- *Life cycle Management*
- *Disaster Recovery*
- *Risk Management*
- *Total Visibility*
- *Enabling Software & Technologies*

NETWORK PLANNING & DESIGN

Operators are busy upgrading existing HFC cable infrastructure or deploying the latest DVB-T2 or ISDB-T terrestrial networks. Our consultants are able to provide rigorous planning calculations and coverage or capacity predictions. Network design services translate this well founded theory into infrastructure designs that fulfill the predictions.

PROOF OF CONCEPT

In order to successfully deliver both service innovation and technical advances, performance and risk must be carefully assessed. IMPEQ Consulting with its extensive test resources provides Operators with the ability to make these assessments before making any substantial capital commitment.

VENDOR SELECTION

Identifying business requirements, qualifying supplier propositions, writing tender documentation, evaluating responses, and negotiating legal and commercial components of contracts are all activities that IMPEQ Consulting practices daily for its clients world-wide.

SYSTEM DESIGN

We solve problems that enable business goals to be met and deliver competitive advantage, recommend solutions that are operationally secure and highly serviceable, and engage vendors that deliver performance throughout a lifecycle.

STRATEGY

IMPEQ Consulting ensures that your managers are able to focus on their core business. We consider technology developments, operational needs, and the maintenance of already installed networks. Our highly specialist staff protect the real business objectives from perceived risk and complexity.

PROJECT MANAGEMENT

Project or Program Management offers scope for the many benefits of an out-sourcing approach. Peak demand for highly skilled and diversely experienced staff is an ideal need for IMPEQ Consulting to address.

SUPPLIER & SUPPLY CHAIN MANAGEMENT

IMPEQ Consulting has many years of experience in handling multiple vendors during the purchase, fulfillment and commissioning, and operational phases of a project.

ACCEPTANCE TEST PLANNING & VERIFICATION

Complete test planning and documentation is critical to the success of a project. From the network infrastructure to the set-top box or connected TV, a quality end user experience is assured by IMPEQ Consulting.

NETWORK AVAILABILITY CALCULATIONS

Availability calculations for an entire network can prove the most valuable to an operator both in terms of operational cost saving and revenue protection through customer satisfaction. IMPEQ Consulting leverages supplier relationships and specialist expertise to provide this essential business data and business level recommendations.



ENGAGEMENT

However much we would like to get involved as early as possible in the life-cycle, typical consulting contracts begin as a reaction to an acute problem or immediate network challenge. Our track record shows that once we begin to assist our customers in one form or the other, most remain active clients and go on to benefit from a broader relationship. Consulting engagements can range anywhere from a few strategic sessions to multi-year performance based contracts.



SERVICE SPARES AND PROCESS PLANNING

Taking Network Availability calculations one step further IMPEQ Consulting advises our clients on service support and maintenance practices.

LIFE CYCLE MANAGEMENT

The active management of equipment and systems during their entire life-cycle is an effective process for reducing operational cost and managing capital expenditure.

RISK MANAGEMENT

Content delivery systems and network infrastructures provide inherent risk to the business both in terms of revenue and reputation. IMPEQ Consulting combines its many disciplines to specifically address the mitigation of operational risk.

TOTAL VISIBILITY CONCEPTS FOR EXTENDING MONITORING

As systems and solutions grow and evolve one of the biggest challenges for a business is maintaining effective visibility of their network infrastructure. Many devices require legacy integration or specialist software development, and a comprehensive monitoring system as described requires integration into the operational workflow. IMPEQ is qualified and equipped to manage such 'low priority' work in a turn-key manner, allowing the Operator to focus resources on essential core activities.

ENABLING SOFTWARE & TECHNOLOGIES

IMPEQ Consulting has a team of expert software developers with many years experience specifically in the digital TV industry. Whether for an Operator needing bespoke software or to integrate a critical device into a management solution, or a Manufacturer needing to fulfill a peak demand for developer resource. We have the experience and expertise you need.



DRS2K10 Philips DVS

Audio

Audio Output Level 21 dBm

Left Test Level 0 dB

Left Frequency 1000 Hz

Right Test Level 0 dB

Mono Output Left + Right

Audio Mode Not Initialized

1 Active Alarm Last 24h Alarm State

MS_Server_With_Charts

Standard Enhanced Tab P.CH B.CH C.CH ST.CH

DataMiner CPU DataMiner Threads DataMiner Memory

SLASPC... SLASPC... SLASPC...

SLAuto... SLAuto... SLAuto...

SLBrain.0 SLBrain.0 SLBrain.0

SI Data SI Data SI Data

No Active Alarms

Airtel

Skyline Demo Airtel

Map Services Customers Feeds Video Services

Network Summary Network Summary Overview Corporate Summary

1 No Alarms in the last 24 hours

DRS2K10 Probe

PIDs

PID To Delete

PIDs

PID Instance	IP	Port	Status	Action
100.1.102.10	102	102	Not Initialized	Not Initiali...
100.1.104.105	105	105	Not Initialized	Not Initiali...
100.1.153.1531	1531	1531	Not Initialized	Not Initiali...
100.1.154.1541	1541	1541	Not Initialized	Not Initiali...
100.1.155.1551	1551	1551	Not Initialized	Not Initiali...

No Active Alarms

INTEGRATING DATAMINER®

IMPEQ Cosnulting and IMPEQ Solutions are strategic integration partners of Skyline Communications N.V and their Dataminer software.

We advise customers about harnessing the full potential of such network management solutions, and consult on key integration challenges.

Active Alarms (21 new) Information Events Masked Alarms Active Alarms <Work Satcom (shared filter)> (2 new)

Icon	Element Name	Parameter Descri...	Value	Time	Root Time	Severity	Service Im...	RCA L...	Alarm Type	Owner
🔔	Cisco Manager...	Communication...	Not Responding	15/04/2011 a...	7/02/2011 at...	Time...	0	None...	Acknowledged	SKYLINE2\...
🔔	TT1260_S2	Communication...	Not Responding	15/04/2011 a...	5/12/2010 at...	Time...	0	None...	Acknowledged	SKYLINE2\...
🔔	Agilent E4411B	Communication...	Not Responding	27/04/2011 a...	7/04/2011 at...	Time...	0	None...	Acknowledged	SKYLINE2\...
🔔	abbeville.aLacq	Program availa...	95.000	29/04/2011 a...	29/04/2011 a...	Critical	0	None.1	Acknowledged	SKYLINE2\...
🔔	abbeville.aLacq	Program availa...	95.000	3/05/2011 at...	29/04/2011 a...	Critical	0	None.0	Acknowledged	Administr...
🔔	abbeville.aLacq	Program availa...	95.000	4/05/2011 at...	29/04/2011 a...	Critical	0	None.0	Acknowledged	Administr...
🔔	Ateme Kyvion 1	Configuration T...	Load	4/05/2011 at...	3/05/2011 at...	Warn...	0	None...	Acknowledged	Administr...

Cancel Text To Speech
Mask Alarm ...
Unmask Alarm ...
Clear Alarm ...
Copy Full Alarm

GLOBAL SOLUTIONS AND SERVICES FOR VIDEO DELIVERY



ABOUT IMPEQ

EIGHT YEARS RUNNING

Since its inception in 2003, IMPEQ Technologies has become a leading provider of video solutions and services for digital television providers and network operators across the globe.

IMPEQ is a multi-vendor partner focused on maximising the inherent value of combining excellent people with the best technology, two key elements we believe are inseparable. IMPEQ's experts are part of a company culture that has a leading track record of planning, and building and running some of the most reliable and innovative video delivery networks in the world.

Customers spanning all delivery segments (satellite, cable, terrestrial and telecom) rely on IMPEQ for advice, products, solutions, integration, knowledge, validation and dedicated services, flexible talent, and operational support.

IMPEQ offers peace of mind to content providers and network operators alike throughout the operational lifecycle. Our customers enjoy new technology sooner and for longer, reduced costs and deployment risk with maximum utilisation of resources, and importantly higher end-customer satisfaction through our verification and monitoring.

Together with your own expertise, we realize market leading solutions and services.

IMPEQ is headquartered in The Netherlands with offices in the UK, India, The Philippines and Singapore. The company's customers, including many of the world's largest communications providers, deliver services in virtually every country.

MEET OUR CONSULTING TEAM

IMPEQ currently employs more than 60 industry professionals. Our senior consultants come from a wide background in terms of experience and specialisms. Since starting IMPEQ Consulting in 2008, we are pleased to be able to demonstrate effective business cases with major contracts. To cross-check our expertise with your particular challenge, please log-on to our website as a registered user.



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OUR PROPOSITIONS

IMPEQ Consulting uniquely offers expertise in technology through the total life-cycle. Operators recognise IMPEQ Consulting as a valuable partner in order to meet the challenge of continuous change in our industry and derive from it opportunity and growth.

IMPEQ Services provides a comprehensive range of services including: SLA support services, operational and fully managed services together with an extensive in-house test & measurement capability. We provide an extra capability to innovate service processes and optimize operational costs.

IMPEQ Solutions provides multi-vendor products and solutions for the HFC broadband, satellite, IPTV and terrestrial broadcast industry including: digital head-ends, on-demand, content protection, cable edge and access solutions, network management, and service analysis and remote monitoring.

IMPEQ Staffing's global delivery and sourcing capabilities provide our customers with the right people, skills and industry expertise to deliver technology, business process and outsourcing services with greater assurance, quality and productivity.

Thanks to these inter-operable lines of business we provide our customers with current, tangible and executable solutions and services that is of great importance when defining your future.



CONSULTING | SOLUTIONS | SERVICES | STAFFING

Global solutions and services for video delivery

CONSULTING



IMPEQ

Expert resources enabling content delivery.

SERVICES



IMPEQ

Operational assurance in network infrastructures.

SOLUTIONS



IMPEQ

Implementing innovative video technology.

STAFFING



IMPEQ

Sourcing & flexibility with transmission people.



CONSULTING

Experts enabling content delivery.

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For contact details see our website at: www.impeq.com