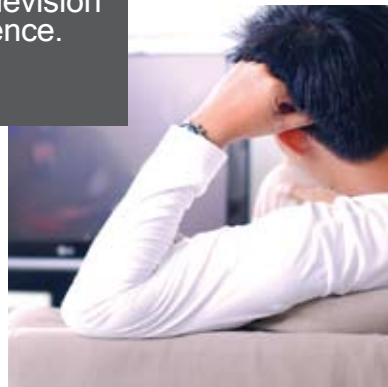
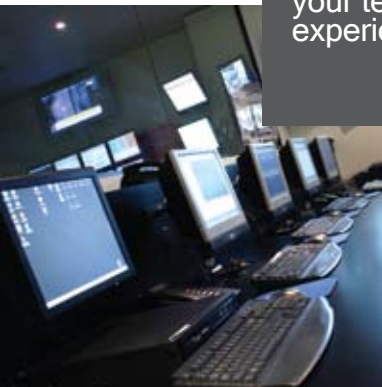


SeaChange[®] Managed Services

Caretakers of Your VOD System



define
your television
experience.



Managing a state-of-the-art VOD system can be a challenging undertaking. Maintaining operational procedures 24x7x365 requires significant time, effort and cost to hire and train staff and ensure services are running smoothly.

SeaChange Managed Services offers expertise and peace of mind to those who may not be sufficiently staffed to effectively maintain their systems, or who are looking for a low-cost alternative to performing essential daily tasks.

HOW DOES MANAGED SERVICES COMPARE TO STANDARD TECHNICAL SUPPORT?

SeaChange's 24x7x365 Technical Support Center is staffed with hundreds of experts who can address any question or problem related to SeaChange systems. However, our Technical Support group is by nature reactive, awaiting your call should something go wrong. In contrast, SeaChange Managed Services proactively monitors and manages your system to ensure any potential issues are caught before something goes wrong – in fact, before you even become aware of issues, if you do at all. It's a hands-on service, designed to take ownership of tasks that you would otherwise need your own staff to perform.

HOW IS MANAGED SERVICES PRICED?

Managed Service pricing is typically calculated by the number of sites and SeaChange servers. Pricing also depends on the configuration of the site and whether additional services are required.

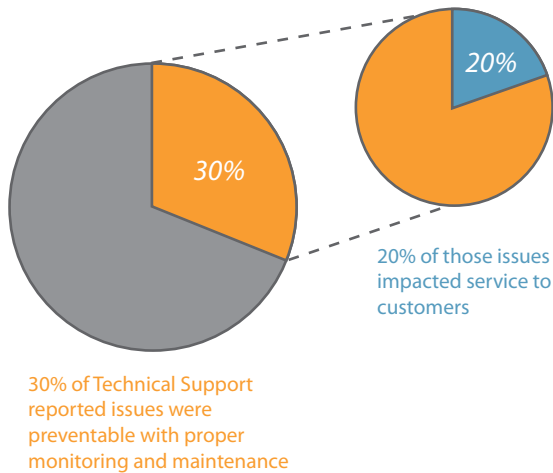
Purchasing a state-of-the-art VOD system is the first step toward successfully serving your customers. But without proactive and on-going management, you may find yourself losing revenue and reacting to complaints. Don't risk it.

Contact your SeaChange Sales Representative for further information and pricing on SeaChange Managed Services.

WHY SEACHANGE MANAGED SERVICES?

- **Peace of mind.** Our experts are continually watching.
- **Risk avoidance.** Your VOD system is continually fine-tuned to avoid problems.
- **Revenue protection.** System outages resulting from poor monitoring and maintenance practices will interrupt services and purchases, and lead to customer loss.
- **Rapid resolution.** Problems that do surface are assessed, analyzed and resolved before they spin out of control. Problems are invisible to your customers.
- **Lower cost of ownership.** You have no need to hire, support and train staff to manage the VOD system. Budgets are more sustainable and predictable.
- **Focus on your core business.** Resources are free to focus on your customers, not your vendor's systems.

INSUFFICIENT PREVENTIVE MAINTENANCE CAN PUT VOD SERVICE AT RISK



On average, 30% of issues reported to the SeaChange Technical Support center could be prevented by disciplined, proactive monitoring and maintenance. And 20% of those issues were service impacting, potentially resulting in loss of revenue, increased customer complaints, and loss of the VOD customer.

WHAT IS MANAGED SERVICES?

SeaChange Managed Services assumes responsibility for managing the SeaChange components of your VOD system, and working closely with other vendors to ensure your end-to-end VOD system is operating smoothly and efficiently. Using our suite of monitoring, management and reporting tools, SeaChange experts provide the following services:

Proactive Health Checks and System Monitoring



- Monitor the VOD System using full-time high-speed network connectivity between SeaChange and the customer, and any third parties as required
- Set up and use available VOD System monitoring tools and alarms to alert SeaChange of system issues such as equipment failure
- Monitor content ingest and propagation processes, SeaChange Axiom® core services and alarms along with overall VOD System status
- Troubleshoot and resolve system issues, working with SeaChange Technical Support Services
- Direct the customer's staff in resolving issues requiring on-site assistance
- Conduct daily health checks, 7 days a week/365 days a year, to ensure all services are running, review error history and detect potential hardware issues
- Conduct a comprehensive monthly system audit that includes a review of the Data Warehouse system status reports

- Using the SeaChange Data Warehouse, we will generate weekly shelf reports for the customer to show the storage usage for each content provider and package, which can be used to help plan for more service offerings. SeaChange will run reports weekly and review for potential storage issues, calling them to the customer's attention.
- On a weekly basis, SeaChange will generate reports showing the content volume, type speed, and other available metrics. SeaChange will review the report, highlight issues, and provide recommendations to the customer on managing content growth and improvements.
- The daily health checks described above under 'System Monitoring and Health Checks' would include a few additional checks necessary to support content management activities.

Ad Hoc Tasks:

- When the customer needs to add new content providers, sources or packages, SeaChange will establish and validate end-to-end workflow from content source to billing system and video server.
- As directed by the customer, SeaChange will make metadata modifications such as disabling fast forward on content, changing ratings, changing asset descriptions, and changing prices.
- SeaChange will work directly with the content providers to troubleshoot issues related to content delivery.

These are baseline content management services; however, SeaChange is willing to provide additional content management activities not identified above upon customer request.

Services may be customized and additional services included, in accordance with customer preference. All services are provided remotely by SeaChange experts over a secure high-speed network, except where SeaChange on-site assistance is required. Optionally, SeaChange offers a dedicated, on-site managed service option that includes the above services, as well as day-to-day system operational functions normally handled by a customer employee, including:

- *System Management*
- *Report Generation and Delivery*
- *Coordination and operation of customer lab systems where applicable*
- *Installation of replacement (RMA) hardware*
- *Field engineering of new VOD systems (e.g. system expansion, reconfiguration)*
- *Delivery network path addition or reconfiguration*