



## **For Immediate Release**

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### **Video Provider Enhances User Experience with Innovative Systems Video Solutions**

**Groton, SD** – Saying it was time to reward their loyal, long time customers with revamped pricing and an updated user experience, Sales and Marketing Manager Jeff Evenson from James Valley Telecommunications in Groton South Dakota, says the conversion to the Innovative Systems IPTV solution played a major role in their plan. The upgraded video service is available to their James Valley ILEC members and to their subsidiary NVC CLEC customers

#### **Back Office Efficiencies and cDVR are Key**

Evenson stated that improved support tools and the switch to Cloud DVR with the Innovative Systems solution has allowed them to roll out new pricing packages that help them to perform well in their competitive CLEC market. Evenson adds that the take rate on new customers adding Cloud DVR has exceeded their expectations and it was nice to be able to launch a campaign that did not require a truck roll.

#### **Three Phase Roll Out Strategy**

A calculated deployment of the new middleware solution has been beneficial with friends and family receiving the new service in phase one, followed by a soft launch to current customers in phase two. Employees who received the service in phase one have been able to relate their personal use cases to phase two customers, telling them about services they like, such as the Weather App. During the second phase of the rollout, the James Valley management team has adjusted their strategy, based on employee and customer feedback. Phase three will be a more intense rollout once the fall construction season wraps up.

#### **Pleasant Surprises Along the Way**

Evenson said that Restart TV has been a surprise as one of the most popular new features offered with the video conversion to Innovative Systems. With an older population of subscribers Evenson reports that the Virtual Remote™ support tool has been a big help in the rollout. The support staff also benefits from the tight integration of the new middleware with their eLation™ OSS solution also from Innovative Systems.

#### **cDVR Opens Doors for Copper Customers**

Due to bandwidth restraints, Evenson says many of their customer were unable to receive whole home DVR, until now. Moving forward, customers will be receiving the Cloud DVR service instead of in home DVR and they will be able to access recordings on all their standard set top boxes.

#### **James Valley Telecommunications**

The James Valley Cooperative Telephone Company of Groton, South Dakota was incorporated on September 8, 1951. James Valley seeks to enhance the quality of life for their members and economic development in their trade area by providing telecommunications services through advanced technologies with superior local customer service all at competitive prices. In May of 2001, NVC became a solely owned subsidiary of James Valley Telecommunications and currently provides video, voice and internet services to residents and businesses in Aberdeen and Redfield South Dakota.

**About Innovative Systems**

For many years, Innovative Systems has been a leading provider of solutions for the North American Tier 3 market with nearly 1200 systems deployed. eLation™, our OSS solution, includes integrated billing, financials, automated provisioning, ACS, and Staking and Mapping. The InnoStream™ server is our one-platform approach to IPTV solutions such as Middleware, VOD, Cloud DVR, Restart TV, HLS Packaging, Conditional Access, and the new IS-5112W set-top box. The APMAX™ hardware platform provides enhanced voice and hosted business solutions. The Innovative Systems Print Division specializes in full color printing of variable data statements and invoices for industries including telecom, utilities, and sanitation. For more information, visit [www.innovsys.com](http://www.innovsys.com).

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