



For Immediate Release

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3500 Subscribers Converted to Innovative Systems Middleware – In Less Than a Month

Westby, WI – After dipping their toes into the IPTV middleware conversion pool, Emily Rozeske, Member Relations Manager for Vernon Communications Cooperative in Westby Wisconsin, said they felt the water was warm enough to dive right into the project. After the decision was made to go with the Innovative Systems IPTV Middleware Solution the plan was to start with one of their smaller exchanges and then wait for about one week to see the volume of support issues that they might have from the conversion. As the week went by, they found that support calls were lower than expected, causing them to ramp up the conversion schedule. Rozeske said they decided to aggressively convert one exchange every other day and ended up converting 3500 members with approximately 7500 Set Top Boxes in less than a month's time.

Plug and Play Marketing Materials helped with the Rapid Conversion

Rozeske says she appreciated the groundwork of pre-produced video tutorials, which allowed Vernon to set up an educational channel where they looped *how to's* of the most important video features of the new middleware. They also took advantage of the remote control and DVR tri-fold brochures that were pre-designed and put the Vernon branding on them for distribution to their customers. Rozeske advises anyone taking on a conversion of this size to take advantage of all your available mediums - TV, Web, and Print, to educate customers, as it allows them to learn many things about the new product without having to call in to ask.

Analytics Tools Adds New Perspective

Now for the first time Rozeske says she can see what channels are most favored by Vernon's members with the integrated Channel Stats tool. This feature allows a service provider to perform various searches on customer channel viewing behaviors that can be exported into spreadsheets and used for negotiations with the broadcasters.

About Vernon Communications Cooperative

The cooperative currently serves over 7000 residential and business members with internet, telephone, television, and security and automation. Today, VC Co-op maintains one of the most state of the art communication networks in Western Wisconsin and is a leader in the telecommunications industry. Visit their website: <https://vernoncom.coop/>

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.

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