

Verimatrix Defines the Connected Future of Revenue Security with Verspective Intelligence Center

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Service Providers Gain Unprecedented Support for Optimizing System Performance and Detecting Potential Threats while Decreasing Operational Costs

Las Vegas, NAB 2015 – [Verimatrix](#), the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, today introduced [Verspective™ Intelligence Center](#), its innovative cloud-based engine for system deployment, management, monitoring and analytics that optimizes solution performance and reduces operational expenses. By seizing the opportunity presented by the pay-TV industry's transition to IP-driven, software-centric technologies for video delivery, Verspective harnesses the power of a globally interconnected revenue security platform and significantly extends the value proposition for the [Verimatrix Video Content Authority System \(VCAS™\) architecture](#) and ViewRight® device security offerings.

Next-generation video service providers can capitalize on a broader range of global resources from their revenue security platforms to more optimally manage the system and identify potential threats—plus a new layer of network and subscriber intelligence—ideally suited for multi-network, multi-screen deployments. The third e-book in the Software-Empowered Video Operator series addresses the opportunities and security concerns for operators as they transition from a set of standalone network deployments to a world of globally interconnected solutions. The e-book can be downloaded at www.verimatrix.com/SWempowered3

Before the advent of software-empowered video operators and widespread device connectivity, video security head-ends operated as an isolated, closed function within a pay-TV deployment, which greatly limited support options and the ability to produce and share valuable data. Today, service providers see the operational benefits of flexible software-centric security architectures to help simplify the realities of a complex, multi-network, multi-device, multi-DRM environment. The Verimatrix Verspective Intelligence Center advances this concept by interconnecting otherwise isolated operator security instances, capitalizing on global management of performance and integrity for a highly distributed world of connected devices.

"As a security specialist, we are always developing new ways to optimize revenue security for our customers by enabling new business models and keeping ahead of threats," said Petr Peterka, CTO, Verimatrix. "Verspective is a whole new way of thinking about the value proposition of a DRM or CA system and at the same time eliminates many shortcomings of legacy systems. By interconnecting operator deployments in a highly secure manner to a cloud-based resource, the capability to offer more proactive system monitoring and integrity management is just the tip of the iceberg. We are excited to help next-generation video operators accelerate their businesses as they deliver to a wave of connected services."

As IP-based technologies continue to transform the delivery of video, the capacity of Verspective to gather and analyze "big data" on system performance and potential threats will exponentially expand. A globally interconnected revenue security support engine is able to proactively address a highly dynamic world of revenue threats, such as new vulnerabilities and emerging threats, to benefit the entire user base. This enables Verimatrix to work rapidly with operators to identify and address security alerts and to continuously enhance its solutions to remain ahead in the race against piracy.

Through the Verspective Intelligence Center, the services initially available from the Verimatrix Global Services team include:

- **Verspective™ Management** – Reduces operational expense through proactive management of system status and performance that includes rapid updates/patch availability, configuration and licensing renewals and analysis of system peaks to optimize overall performance.
- **Verspective™ Monitoring** – Improves responsiveness in addressing network integrity issues by analyzing threat activity such as unusual behavior patterns and signature actions for various types of threats. This service also includes the evaluation of content redistribution threats through watermarking payload extraction and interpretation for VideoMark™ customers.

Verimatrix executives will be on hand to discuss the key benefits of the Verspective Intelligence Center at NAB 2015, Apr. 13-16, 2014 at the Las Vegas Convention Center, booth #SU7510. In addition, the company will host its [Multi-network Solutions in the Real World Forum](#) on Apr. 14 from 8:00 a.m. – 10:00 a.m. at the Renaissance Hotel Las Vegas. To attend the Forum, please visit [here](#). To book an appointment with the team at NAB 2015, please visit the [Verimatrix website](#).

About Verimatrix

[Verimatrix](#) specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe. The award-winning and independently audited Verimatrix Video Content Authority System (VCAS™) and [ViewRight®](#) solutions enable cable, satellite, terrestrial, IPTV and OTT operators to cost-effectively extend their networks and enable new business models. As the established leader in cardless security solutions, the company has leveraged its innovative [3-Dimensional Security approach](#) to provide harmonized rights for premium content delivery to a range of devices over new hybrid network combinations.

Maintaining close relationships with major studios, broadcasters, standards organizations and its [unmatched partner ecosystem](#) enables Verimatrix to provide a unique perspective on video business issues beyond content security as operators introduce new services to take advantage of the proliferation of connected devices. Verimatrix is an ISO 9001:2008 certified company. For more information, please visit www.verimatrix.com, our [Pay TV Views blog](#) and follow us at [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.