



**NAB Show 2018, Las Vegas, Apr. 6, 2018 (Booth #SU7102)** – [Verimatrix](#), a specialist in securing and enhancing revenue for network-connected devices and services, is now serving the business intelligence (BI) market segment with the latest developments to its Verspective™ Analytics solution suite. [Verspective™ Intelligence](#) marks significant enhancements for video service providers to maximize their network performance and optimize subscriber experience in order to further monetize their services. Leveraging robust and secure data aggregation methods, Verspective Intelligence enables service providers to make informed decisions about their audiences, content, consumption, and overall service performance, by providing a data environment for collaboration.

Today's video service providers are currently using problem-specific analytics tools that create disparate data silos. For example, they might be using website analytics to get an aggregate view of their traffic, a quality of experience (QoE) tool to measure the subscriber's perception of the service, a quality of service (QoS) tool to measure performance of the delivery platform, and a BI tool as a way to connect these multiple sources. Furthermore, there is no clear connection on how to develop insights into specific data-driven actions that improve the business.

Verspective Intelligence normalizes the feed from subscriber devices leveraging the [Verspective™ RT](#) data collection solution, along with additional data sources, to provide a 360-degree view across different network and device types. This allows for a more precise method of segmenting the subscriber audience based on how they engage with the service. Service providers are able to more effectively address potential problems and uncover upsell opportunities in order to reduce churn and increase ARPU with powerful off-the-shelf and customizable reporting tools. The solution also accurately collates content usage and consumption analytics data from downstream operator sites, which offers a level of unprecedented visibility for content owners.

"Our fundamental approach to our entire Verspective Analytics suite is to create an environment that helps an organization better collaborate to make data-driven decisions about their business," said Tom Pollard, VP, Product Management at Verimatrix. "With our Verspective Analytics production deployments approaching 1 billion video streams processed per month, our customers are excited about the enhanced functionality and visualization tools in Verspective Intelligence that will open up a whole new set of insights."

Verspective Intelligence is available as a software-as-a-service (SaaS) offering via the [Verimatrix Secure Cloud™](#), which reduces CAPEX and OPEX while allowing the operator to retain full control of its service offering and subscriber relationships. The intelligence and dashboard portal provides an enhanced visualization engine with expanded customizable reporting tools. Verimatrix continues its best-in-breed partner ecosystem approach by enabling secure data export to third-party or proprietary tools, along with pre-integrated industry-leading analytics partner options.

Verimatrix protects customer privacy and associated data as part of its comprehensive approach to end-to-end data security. Verspective Analytics solutions help customers to prepare for and manage ongoing requirements under the EU's General Data Protection Regulation (GDPR), which takes effect on May 25, 2018. The GDPR is a significant update to EU data protection laws that is affecting the practices and policies of companies worldwide.

"Understanding both subscriber engagement and network performance in a meaningful way can be challenging, especially when complying with privacy regulations," said Peter White, principal analyst and founder of Rethink Technology Research Ltd. "Verimatrix brings an advantage in its ability to securely collect, store and analyze data from network and device sources due its position within the video delivery workflow. Plus its position as a security leader addresses privacy considerations and ensures the integrity of the data itself."

Verimatrix will be showcasing its Verspective Analytics suite at the [NAB Show 2018 at booth #SU7102](#), where visitors can get a copy of the recent white paper, [The Data Imperative: Maximizing Analytics to Gain an Edge](#). It explains that analytics represents a journey for operators and content owners and recommends that a sustainable analytics solution is one that acts as a unified framework for multiple technology domains and multiple functional systems. Or visit [www.verimatrix.com/verspectiveintelligence](http://www.verimatrix.com/verspectiveintelligence) to schedule a demo.

### **About Verimatrix**

[Verimatrix](#) specializes in securing and enhancing revenue for network-connected devices and services around the world and is recognized as the global number one in revenue security for IP-based video services. The award-winning and independently audited Verimatrix Video Content Authority System ([VCAS™](#)) family of solutions enables next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering a comprehensive data collection platform, [Verspective™ Analytics](#), for automated system real-time quality of experience (QoE) optimization to drive user engagement and content monetization, and data collection/analytics and [Vtegrity™](#), advanced security that addresses IoT threats and service lifecycle management.

Its [unmatched partner ecosystem](#) enables Verimatrix to provide unique business value beyond security as service providers introduce new applications that leverage the proliferation of connected devices. For more information, please visit [www.verimatrix.com](http://www.verimatrix.com), our [Pay TV Views blog](#) and follow us [@verimatrixinc](#), [Facebook](#) and [LinkedIn](#) to join the conversation.