

A man and a young girl are sitting on a couch in a living room. The man is smiling and holding the girl on his lap. The girl is holding a black remote control high in the air with her right hand and has her left arm raised. She is wearing a white long-sleeved shirt and blue pants. The man is wearing a white polo shirt. The background shows a modern living room with a white wall and a wooden shelf.

**ARMSTRONG®**

A VERIMATRIX SUCCESS STORY

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## Cable Company CTO Says Verimatrix's TiVo Interfaces Greatly Streamlined VOD Launch

 verimatrix.  
DRIVING TRUST

# ARMSTRONG'S VOD VELOCITY

#VerimatrixSuccess

## Spanning six states, Armstrong Utilities serves as a long-standing innovator in television and internet service.

As the fifteenth largest cable provider in the United States, it offers service in 469 zip codes. The Pennsylvania-based Armstrong Group, the company's parent organization, remains a family-owned business after 74 years of operations and is committed to securely offering a wide array of popular streaming options for its customers.

Armstrong Utilities consistently pushes for innovative advancements in its user interface and data search capabilities. Recently, Armstrong incorporated a more sophisticated TiVo platform into its set-top boxes in order to remain at the cutting-edge of technological changes in the television industry.

In order to make the transition worthwhile, the company required a high-quality, easy-to-integrate encryption solution that would allow it to offer as many streaming options as possible. With TiVo's recommendation, Verimatrix VCAS technology was Armstrong's undisputed choice.

Customer:  
Armstrong Utilities, Inc.

Solution Deployed:  
Verimatrix Video Content Authority System (VCAS™)

Business:  
15th largest U.S. cable company

Founded:  
1963

Website:  
[www.armstrongonewire.com](http://www.armstrongonewire.com)

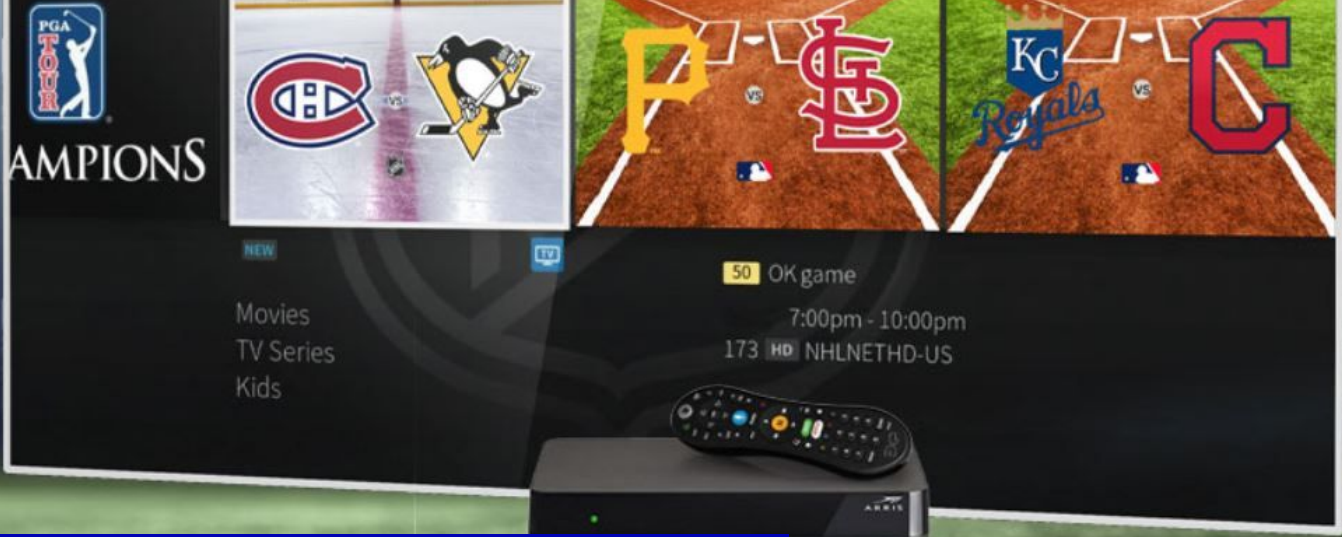
Chief Technology Officer:  
Mike Giobbi



Mike  
Giobbi







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## "VERIMATRIX JUST WORKS," SAID ARMSTRONG GROUP CTO MIKE GIOBBI.

"Their high-level anti-piracy software is widely accepted by content owners, something other encryption services simply could not compete with," he continued.

Verimatrix was a key player in ensuring a smooth transition from Armstrong's Video On Demand (VOD) legacy product, which operated for more than 15 years, to a more graphical user interface experience that allowed for the company to easily convert 50 percent of its customer base to a more sophisticated, streaming-friendly set-top box platform.

Part of the draw in using this new system was the attractive menu of streaming options made possible by Verimatrix's secure VCAS system. Rather than having customers solely rely on a Firestick or other add-on streaming device, Armstrong was able to natively offer a wide array of content while still giving customers the option to utilize their streaming method of choice if they so chose.

"The integration process went much quicker, since Verimatrix already had API interfaces between TiVo and could easily be incorporated into our existing infrastructure," added Giobbi. "The VOD launch was easy – we knew going with Verimatrix was a no-brainer."

This native, secure streaming capability is what Armstrong now hopes more customers will rely on as time passes. What allows the company to remain competitive in the rapidly changing world of entertainment is the user-friendly encryption software engineered by Verimatrix, which is consistently ranked as providing high-level anti-piracy capabilities by coveted content providers of all kinds.

"Verimatrix has been exceptional to work with and simple to integrate," said Chris Mley, Product Services Engineer at Armstrong. "It just sits there and works. We knew Verimatrix had a pristine reputation in the industry, but now we've been able to witness it first-hand."

Giobbi and Mley have been with Armstrong for decades, with the former beginning his career with the company in 1977. Both have directly managed countless technological changes and transitions that allowed the company to thrive over the years.

When deciding to incorporate Verimatrix into Armstrong's infrastructure, Giobbi explained that he knew it would give the company a competitive advantage while building on the existing community relationships that Armstrong takes very seriously.

"In some ways, pivoting can happen much faster when you're a family-owned company," added Mley. "The Verimatrix VCAS clearly made that pivot all the more worthwhile."

# 50%

OF ARMSTRONG CUSTOMERS WERE EASILY CONVERTED TO A MORE SOPHISTICATED SET-TOP BOX PLATFORM



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### About Armstrong Utilities

Armstrong Utilities, Inc. connected its first cable television customers in Butler, Pennsylvania in 1963. Since that time, it has continued to keep pace with the technological advancements of the ever-changing industry. The company's first customers received nine channels. Today, Armstrong offers consumers hundreds of viewing options, high-speed internet service, telephone service and a variety of business products, all through its state-of-the-art broadband network.

Throughout more than 50 years in cable television, Armstrong has been a leader in innovation. Using fiber optics and advanced technology, its networks are designed to provide leading-edge services and high reliability. Armstrong has always relied on its great people. Nationally recognized for customer service excellence, their dedication to the customer has kept them a leader in the industry. Visit [www.armstrongonewire.com](http://www.armstrongonewire.com).

### About Verimatrix VCAS™

VCAS is the fourth generation of the Verimatrix Video Content Authority System (VCAS™) - an end to end content and revenue security architecture for all kinds of networks and device types. VCAS provides software-based and IP centric solution profiles for IPTV, OTT, DVB, hybrid IP-OTT and DVB-OTT, and multi-DRM deployments, offering a future-proof platform to help video service providers secure and enhance their business.

### About Verimatrix

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit [www.verimatrix.com](http://www.verimatrix.com).



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