



For Immediate Release

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Indiana Provider Upgrades IPTV Service

Sunman, IN – Serving ten counties in Southeastern Indiana, Enhanced Telecommunications Corporation (ETC) has chosen Innovative Systems as their new IPTV middleware vendor. When asked why they decided to invest in traditional linear video instead of app based live streaming, Network Engineer Scott Ruwe credits the ETC marketing team for tapping into their customers with focus groups and surveys to find out what *they* want for video. Ruwe says that most of their video subscribers just want to turn on their TVs and watch the news in the simplest, most efficient way possible. The culture of communicating customer use cases to the technical decision makers has been critical to ETC's video planning.

Built-in Support Tools a Game Changer

Ruwe appreciates the new integrated support tools like the Virtual Remote™ that can quickly resolve customer issues that used to require trouble tickets and costly home visits. Because most questions can be answered and resolved in minutes by logging into the customer STB, the ETC support staff takes the opportunity while on the phone to offer customers a "teaching moment". They can use the Virtual Remote™ to demonstrate new middleware features like Restart TV and Cloud DVR.

Ruwe considers the middleware conversion 100% successful because the solution is reliable and just works, as he hears very little in the way of feedback. This lack of feedback for the technical department is a good thing.

Tighter System Integration is Essential for Rural Providers

Ruwe likes the option to add live streaming when their customers show a greater interest with the MG-TV concept. The ability to add an app-based video service to their existing linear system without taking on new vendors is more efficient and less expensive in the long run and one of the reasons that ETC chose the Innovative Systems solution.

About Enhanced Telecommunications Corporation

For over 85 years ETC has served the communications needs for customers in Southeastern Indiana. The company has five storefronts and provides voice, video, high speed internet and other communications services to more than 13,000 residential and business customers. The family-owned company serves ten surrounding counties and beyond through its security, cellular and web design offerings.

About Innovative Systems

Innovative Systems is a leading vendor of solutions for North American communications providers with over 800 deployed systems. eLation™, our OSS solution, includes integrated billing, financials, staking, and mapping. The InnoStream™ video platform is our one-platform approach to IPTV solutions such as Middleware, VOD, Cloud DVR, Restart TV, Live Streaming, Conditional Access, and the new IS-5112W set-top box. The APMAX™ hardware platform provides enhanced voice and hosted business solutions. For more information, visit www.innovsys.com.

Innovative Systems – Press Contact
Scott Meyer
605-995-6120

scottm@innovsys.com