



For Immediate Release

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SkyBest in North Carolina Adopts MG-TV Blended Video Solution

West Jefferson, NC – The primary reason for switching to the MG-TV video solution from Innovative Systems, was getting access to tools that can reduce troubleshooting costs which make their video product more profitable. Chief Technology Officer Robbie Farmer with SkyBest Communications also believes that the quicker you can respond to a customer's need for support, the stronger of a bond that you will have with them, and Innovative is helping Skyline to do that.

Farmer cited one instance where they spent many hours and multiple visits trying to figure out a video problem that was adversely affecting a customer's experience with no resolution. Upon installing the Innovative Video Solution, they were able to use the troubleshooting tools to isolate the problem in a short period of time. This customer had ten set top boxes, so keeping them happy is very important and a testament to the Innovative support tools.

Due to the size of their video customer base, SkyBest is deploying MG-TV, using a cap and grow model. Farmer says they are already starting to see extremely beneficial data coming out of the new software. In addition to the troubleshooting tools and statistics, SkyBest is also benefiting from the channel stats data that helps them with future channel lineup retention.

The Streaming Side of MG-TV Futureproofs Their Video

SkyBest has been a provider of the HLS live streaming from Innovative Systems for the last four years and has found a niche for homes that wanted traditional video without a standard set top box. Farmer appreciates how MG-TV intertwines linear video and streaming video, allowing consumers the choice to have video that best fits their lifestyle. Farmer stresses the importance of showing loyalty to those older customers with linear video while having the streaming option for their younger customers.

About SkyBest Communications

Established in 1998 by SkyLine Membership Corp., SkyBest Communications extends the reach of SkyLine's commitment to providing state of the art communications and technology solutions with unbeatable customer service. In its role as a competitive local exchange carrier (CLEC), SkyBest has offered dial tone service to the West Jefferson/Jefferson communities of Ashe County since 2003 with expansions to Boone, N.C. in 2008, Lenoir, N.C. in 2016 and Mountain City, TN in 2017. For more information, visit skybest.com.

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™ MG-TV is our one-platform approach to video solutions such as Middleware, VOD, Cloud DVR, Restart TV, Live Streaming, Conditional Access, and the new IS-5041W set-top box. The APMAX™ hardware platform provides enhanced voice and hosted business solutions. For more information, visit innovsys.com.

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