



# CCE EAMS

## Motorola CCE Enhanced Asset Management System

Motorola’s CCE Enhanced Asset Management System (EAMS) solves the operational and capital expense issues associated with the ‘infinite catalog.’ It is the tool you need to help you evolve beyond VOD content to the next generation of value adding assets: music, games, and enhanced TV applications.

**HIGHLIGHTS**

- Easy VOD and non-VOD asset management
- Cap Ex avoidance through Centralization
- Enables operational workflow streamlining
- Provides increased flexibility for localized marketing
- Delivers more differentiated service bundles
- Optimized multimedia storage solution
- Provides increased marketing flexibility
- Centralized metadata management
- Simplifies operational processes

**Solving Asset Management Problems**

Motorola’s Communications Convergence Engine EAMS (CCE EAMS) Platform controls the life cycle of VOD and non-VOD content and advertising assets within the on-demand network, through advanced metadata management tools and automation. The CCE EAMS Platform provides operators with a highly scalable, multimedia Asset Management System (AMS) built to support the ever expanding on-demand catalog. The CCE EAMS solution enables operators to successfully provide their consumers with a media-rich bundling experience, while optimizing return on investment (ROI), streamlining operational issues and expenses, and increasing consumer marketing flexibility.

The CCE EAMS is a full-featured, cost-effective, and highly scalable AMS. Designed from the ground up for scalability, reliability, and low total costs of ownership, the CCE EAMS is deployed as a “Highly Available” application exploiting cost-effective Common off the Shelf (COTS) hardware using Linux®. The database is Oracle (10G or 11G) and utilizes highly scalable XML storage structures.

CCE EAMS provides significant automation for validation, normalization, localization, and transformation of asset metadata as well as for intelligently monitoring VOD propagation. It centralizes the AMS function for national and super-national locations. Its efficient architecture design allows it to manage and distribute asset elements throughout the operator’s broadband network in a cost-effective, objective-meeting manner, resulting in the following benefits:

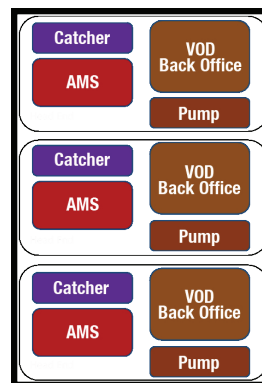
- Catcher Collapse — fewer servers to manage and pay for. It maintains a single ‘gold’ copy of all assets and is a more efficient use of catcher storage.
- AMS Collapse — fewer servers to manage and license. EAMS is a central point of asset management, allowing for network wide operations, such as extending and availability window or re-categorization of assets.

- Central Viewpoint, Regional Control — Regional operations teams and partners still have roles-based access, even while providing the significant benefit of a central point for asset inventory.

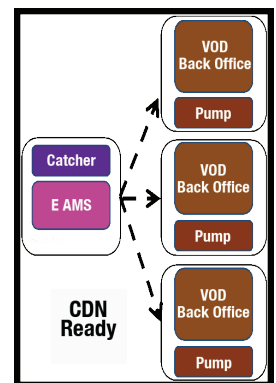
**Ready for Tomorrow**

CCE EAMS provides a foundation for meeting today’s VOD needs, while enabling operators to create the multimedia service bundles of tomorrow. It features a single interface for TV content types such as VOD and advertisements. Its constant workflow/business rules logic simplifies and optimizes content acquisition, validation, transformation, localization, storage, and migration. CCE EAMS centralizes metadata management and transformation processes, improving operational processes and costs, while producing operational ROI validation reports.

Deploying CCE EAMS enables operators to increase their marketing flexibility through GUI-based transformation and localization of metadata, including pricing, availability, and categorization.



**Today's Multiple AMS**  
**Motorola EAMS**

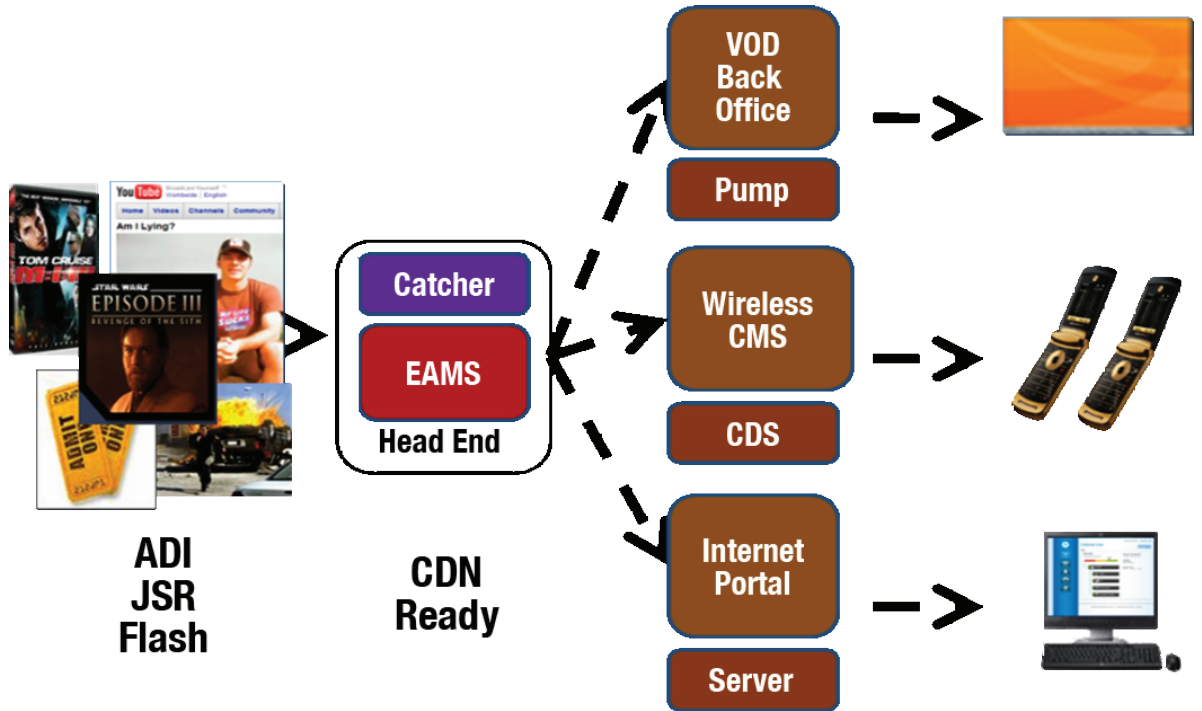


**Motorola EAMS**  
**Deployment**

**FACT SHEET**

CCE EAMS  
Motorola CCE Enhanced Asset Management System

The CCE EAMS Platform is designed to grow with your on-demand needs. As your on-demand services expand to include new asset types and your network extends to supports Web and Mobile screens, EAMS is positioned “in front” of TV, Web and Mobile systems, and acts as the aggregation point for all asset types. It enables the easy addition of Internet assets, via XML adaptor, for applications, like YouTube and Hulu™. It supports additional protocol adaptors (JSR124, MPEG21, ADI 2.x) and it includes a content Prep API, for transcoding of Internet assets, as part of ingestion process.



**CCE EAMS provides a foundation for meeting today's VOD needs, while enabling operators to create the multimedia and multi-screen bundles of tomorrow**



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