

Rainier Satellite builds strong foundation using Cisco technology and Gold Partner, SIGMAnet

Cisco's D9865D hardware using PowerVu encryption, MAC Address, RS232 and dual Ethernet ports lets company bring a studio quality, uncompressed video directly from the TV network providers to your living room



"We needed a Cisco Gold Partner that understood our unique business model and could help bring our idea to fruition. With the right partner, proper planning, and engineering prowess, we were able to drastically reduce our R&D timeframes, as well as build our business around SIGMAnet's portfolio of services."

Glen Musielak, Senior VP, Rainier Satellite

Objective

Architect an infrastructure capable of supporting studio quality, uncompressed video directly from the network providers to consumers.

Approach

Leverage Cisco hardware with PowerVu Encryption and a reliable Cisco Gold Partner to deploy a proven, certified, and tested solution that would meet our subscriber requirements.

Business benefits

- SIGMAnet Inc offered business consulting that went much further than what you'd expect from a Value Added Reseller.
- SIGMAnet Gold Partnership and their expertise with satellite technology drastically reduced our timelines and deliverables
- Cisco Systems engineering team helped eliminate potential pitfalls



The market for Rainier Satellites products couldn't be more timely. Founded by a team of satellite technology experts Glen Musielak, Bob Scharmann, and Jim Blackhall, the start-up helps its subscribers get studio quality, uncompressed video directly from the TV network providers to your living room.

In a world where consumers and businesses rely more than ever on high quality video technology as a source for entertainment, Rainier Satellite fills an enormous market need.



Sometimes market demand and a terrific product aren't enough. When Rainier Satellite began the search for start-up capital, it faced a challenge familiar to many entrepreneurial companies. It needed hardware for its test and development activities. However, to secure venture capital to fund that hardware Rainier Satellite had to have an advance its product development far enough to prove its viability.

For a while, it looked like the infant company might have to compromise on its launch plan. Then Cisco Gold partner and technology consultant SIGMANet, introduced Rainier Satellite to its portfolio of consulting, ITLS, and logistics services. SIGMANet's services offered custom pre-sets on subscriber boxes, splash brand imaging, logistics, eCommerce, lifecycle solutions, supply chain management, and staging. By combining the Cisco technology and the engineering prowess and services of SIGMANet, Rainier Satellite broke its capitalization impasse and got the solid start it needed to get its business off the ground-and realize significant long-term benefits as well.

High quality technology with a big name behind it

Rainier Satellite started life as a small group of satellite engineers with a big idea: to bring studio quality, uncompressed video directly from the TV network providers to your living room. "There's a real and growing need for this type of technology today," notes Glen Musielak, Senior VP, Rainier Satellite. As technology in LCD's and Plasma's evolves, dish providers, Directv and Dish Network both offer compressed feeds that fall way short in 1080P and 4K video quality. Although the technology is there on the television, it's next to impossible for Rainier's competition to deliver the bandwidth capable of taking advantage of the technology available through today's televisions.

We chose the Cisco D9865D Satellite box because of what stands behind it. At Cisco (NASDAQ: CSCO) customers come first and an integral part of their DNA is creating long-lasting customer partnerships and working with them to identify their needs and provide solutions that support their success.

"Partnering with Cisco Systems and SIGMANet helped eliminate doubt among industry followers who subscribe to smear blogs and forums that are often operated by small industry competitors. Having SIGMANet and Cisco Systems stand behind our vision was a key component of our success. Our policy and Cisco's policy as seen in the Secondary Market Products Policy, was to sell certified New D9865 satellite receivers." says Bob Scharmann, Co-founder, Rainier Satellite.

Cisco has shaped the future of the Internet by creating unprecedented value and opportunity for their customers, employees, investors and ecosystem partners and has become the worldwide leader in networking - transforming how people connect, communicate and collaborate.

Cisco Systems purchased PowerVu from Scientific Atlanta and has since improved the technology. Rainier Satellite saw an opportunity to take the improved technology and run with it.

PowerVu is a conditional access system for digital television developed by Scientific Atlanta. It is used for professional broadcasting, notably by Viacom, Scripps, NFL Network, A & E Networks and other smaller broadcasters. It is also used by cable companies to prevent viewing by unauthorized viewers.

PowerVu has decoders that decode signals from certain satellites for cable distribution services. These decoders can also be used just like the FTA (Free-To-Air) satellite receivers if properly configured. PowerVu was considered very secure since it uses a complicated system to authorize each PowerVu receiver and trace its history of ownership and usage. Most PowerVu users are professional cable or satellite companies, using the service and equipment for signal redistribution, because regular users cannot afford it.

Jack Vickers, Product Manager Engineering, of Cisco Systems and his engineering team helped eliminate potential pitfalls. "We're confident that the contributions made by Cisco Systems and SIGMANet will be a definite game changer in the satellite TV industry." notes Bob Scharmann, Co-founder, Rainier Satellite.



Rainier Satellite bringing C-band to market

Fortunately, Cisco using PowerVu offered the perfect combination of technology that Rainier Satellite needed to go forward with their idea. "There was plenty of resistance along the way from programmers offering C-band, potential subscribers, and even from industry experts that didn't understand what Rainier Satellite, Cisco and SIGMANet were seeking to accomplish." notes Ken Eynon, Sr. Account Manager, SIGMANet.

"Now that Rainier Satellite has a proof of concept, we're anticipating MSNBC, ESPN, Viacom, WGN, PAC/12, NFL Network, MavTV, A&E and others to follow the already growing list of broadcasters that are signing contracts. It's a slow process but we're excited to be moving forward." notes Bob Scharmann, Co-founder, Rainier Satellite.

SIGMANet Inc core solutions & services

Founded in 1986, SIGMANet is a value-added reseller and IT consultancy headquartered in Ontario, California. An HP Elite Business Partner, Cisco Gold Certified Partner/DVAR, Microsoft Gold Certified Partner, and Enterprise VMware Partner, SIGMANet's core competencies include best-in-class, highly mature solutions that include Advanced Technology Solutions (ATS), Information Management Solutions (IMS), Information Technology Lifecycle Services (ITLS), Managed Print Services (MPS), and SIGMANetCARE Managed Services. SIGMANet is a member of Intel's Technology Provider Advisory Council as one of 12 exclusive partners representing North America.

SIGMANet is among the first IT Procurement and Value Added Services providers to offer an outsourced program for customized asset logistics management. Starting with an inventory of new hardware and software, SIGMANet can serve as your virtual distribution center for stocking, configuring, deploying and refreshing desktop, notebook and printer technologies according to an Return Merchandise Authorization supply chain management model.

SIGMANet performs asset logistics management services to mid-market and Fortune 1000 companies nationwide. Our program can be tailored to suit any customers' needs.

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