

Companion User's Guide

Software Release 4.1
Document Release 2.0
October 2007

Cable Television Laboratories, Inc. (CableLabs®)
858 Coal Creek Circle
Louisville, Colorado 80027-9750

Telephone: 303.661.9100

Fax: 303.661.9199

www.cablelabs.com

Notice

This document is the result of a cooperative effort undertaken at the direction of Cable Television Laboratories, Inc. for the benefit of the cable industry and its customers. This document is not to be construed as an endorsement of any product or company, nor to suggest that any company modify or change any of its products, services, or procedures. Publication of this document by CableLabs does not represent a commitment by CableLabs or any cable operator to offer any product or service described herein or to enter into any marketing, sales, or other arrangements. Neither CableLabs nor any member company of CableLabs is responsible to any party for any liability of any nature whatsoever resulting from or arising out of use or reliance upon this document, or any document referenced herein. This document is furnished on an "AS IS" basis and neither CableLabs nor its members provide any representation or warranty, express or implied, regarding the accuracy, completeness, non-infringement, or fitness for a particular purpose of this document, or any document referenced herein. This document is subject to change without notice.

Go2Broadband is a registered Service mark of Cable Television Laboratories, Inc.

CableLabs® is a registered Trademark of Cable Television Laboratories, Inc.

All other registered trademarks, trademarks, and service marks are the property of their respective owners.

© Copyright 2007 Cable Television Laboratories, Inc. All rights reserved.

Caution

This document contains proprietary, confidential information that is the exclusive property of CableLabs®. If you do not have a valid agreement with CableLabs for the use of this document or have not signed a non-disclosure agreement with CableLabs, then you received this document in an unauthorized manner and are not legally entitled to possess or read it.

Use, duplication, and disclosure are subject to restrictions stated in your agreement with CableLabs.

Contents

PREFACE	5
<i>Purpose of This Document.....</i>	5
Revision History	5
Audience	5
How this Document is Organized	5
Notational Conventions.....	6
<i>About CableLabs</i>	7
OVERVIEW OF FUNCTIONALITY.....	8
<i>Go2Broadband System Functionality</i>	8
G2B Version 3.0 Message Flow	9
G2B Version 4.0 Message Flow	9
<i>Companion System Functionality</i>	11
THE COMPANION SYSTEM.....	12
<i>The Companion Environments</i>	12
User Requirements.....	12
QA and Production Site URLs	12
Getting Started with Companion.....	13
Using the Navigation Bar	14
Setting Up Your Companion Site.....	15
Customizing Field Names and Terms	15
Renaming Your CableLabs-Provided "Dummy" System	16
Creating a System	18
Modifying Footprint Data.....	19
Importing/Exporting Footprint Data.....	21
Creating a Service	23
Price Amount, Frequency and Description	25
Video Features	28
Creating Other Types of Services	29
Optional Features for Creating Services	29
Deposit Price	30
Promotions.....	31
Qualified Hardware	32
Customizations	33
Included Items	34
Marketing Info	35

Contract	36
Technical Support.....	37
Disclaimer	38
Bundle Features	39
Managing Discounts	45
Importing/Exporting Services	47
Importing Service Data	47
Exporting Offers.....	49
Viewing Order Data	49
Exporting Order Data.....	50
Viewing Footprint Settings.....	51
Changing the System You are Viewing.....	52
GLOSSARY	53
INDEX	55

Preface

Purpose of This Document

The Companion User's Guide provides the information needed to assemble and develop the necessary data to interface with the Go2Broadband (G2B) system. G2B is a real-time messaging system used by retailers, computer manufacturers, modem manufacturers, content providers, and Internet service providers (Affiliates) to identify (on behalf of their customers) which cable services are available for a particular customer's address. The system is also used to communicate an order request to the cable multiple systems operator (MSO).

The success of G2B has resulted in a sharp increase in requests for broadband services. Various MSOs have requested the ability to participate in Go2Broadband without building their own custom Companion site. In response, CableLabs has developed a Companion site that can be used by member MSOs to communicate with G2B.

Revision History

Date	Version	Description	Author
December 2005	Software Release Version 4.0, Document Release 1.0	User Guide for G2B Companion application	M. Smith
April 2006	Software Release Version 4.0, Document Release 2.0	User Guide for G2B Companion application	M. Smith
May 2007	Software Release Version 4.1 Document Release 1.0	Companion User's Guide	K. Thompson
October 2007	<ul style="list-style-type: none">Replaced the Sign In dialog box that displays the E-Mail field instead of the User Name field.Added a new Import/Export Footprint screen capture that displays the "send footprint data to G2B" function.	Companion User's Guide, Software Release Version 4.1, Document Release 2.0	S. Whala

Audience

The Companion User's guide is intended for:

- Technical End Users,
- MSO business and marketing personnel.

How this Document is Organized

This document contains the following:

An Overview of functionality describing the Go2Broadband and Companion systems respective functionality and logical components,

A discussion of The Companion System concerning what you need to get started using the Companion System.

This document provides the following:

- Getting Started and Signing In,
- Administrative-Level User tasks, including changing your name/password, customizing field names and terms within the Companion application, and creating/maintaining systems, footprint data, services, and users. If configured, Order data can be viewed and downloaded, for further follow-up,
- System-Level user tasks, including changing your name/password and creating/maintaining Service data for those systems to which you are assigned. If configured, Order data can be viewed and downloaded, for further follow-up,
- A Glossary that defines acronyms and terms used in this document,
- An Index that provides page references for topics covered in this document.

Notational Conventions

This document uses the following conventions:

- Field names and screen buttons display in boldface type,

Enter a 10-digit telephone number in the MSO transfer # field and click **UPDATE**.
- Screen names display in boldface type,

Enter the appropriate URL into your browser's Address line and press Enter. The **Welcome** screen displays.
- The Note box contains recommendations, tips, or hints that may help you use the Companion application more efficiently or effectively. The Note box also denotes actions that can have unintended, but not harmful, consequences,

Note: Please be patient, as it may take a few moments to generate the requested Order data. Please do not click EXPORT more than once.

- The CAUTION box denotes actions that could potentially harm the Companion application or G2B system or could negatively impact sales.

CAUTION: DO NOT send footprint data to CableLabs in the Production environment, until you have your Service (offer) data entered, configured, tested, and then published; i.e., "live", in Production. Production footprint data are accessible to Affiliate (and consumer) requests for service and such requests against incorrectly configured or missing footprint data can return erroneous data or blank fields.

About CableLabs

Founded in 1988 by members of the cable television industry, Cable Television Laboratories is a non-profit research and development consortium that is dedicated to pursuing new cable telecommunications technologies and to helping its cable operator members integrate those advancements into their business objectives. Cable operators from around the world are members. CableLabs maintains web sites at www.cablelabs.com; www.packetcable.com; www.cablemodem.com; www.cablenet.org; and www.opencable.com.

CableLabs®, DOCSIS®, CableHome®, PacketCable™, OpenCable™, OCAP™, CableCARD™, M-Card™, DCAS™, PCMM™, Go2Broadband_{SM} and CableNET® are marks of Cable Television Laboratories, Inc. All other marks are the property of their respective owners.

Overview of Functionality

Go2Broadband System Functionality

The Go2Broadband (G2B) system, developed by CableLabs and its member companies, is an electronic commerce system to assist retailers, computer manufacturers, modem manufacturers, content providers, and Internet service providers in selling cable services to the consumer. G2B includes support for offering high-speed data, video, and telephony services. This provides one place for companies that sell cable services to get their information.

The Go2Broadband system provides both the retailer and the consumer the benefit of being able to quickly determine the cable services that are available when the consumer is purchasing a new PC or Digital television. The system is designed to provide information to the retailer within a few seconds.

- The G2B real-time messaging system (Figure 1) is comprised of three logical components:
 - The G2B message router (G2B application) routes messages between Affiliates and the participating MSOs. CableLabs produces and maintains the G2B software,
 - Multiple Systems Operator (MSO) Companion Site. Each MSO creates and maintains a Companion site,
 - Affiliate Site (originator of service locator requests to G2B). This system is usually a GUI-based system for presentation of cable services to the consumer and gathering the information required by the MSO.

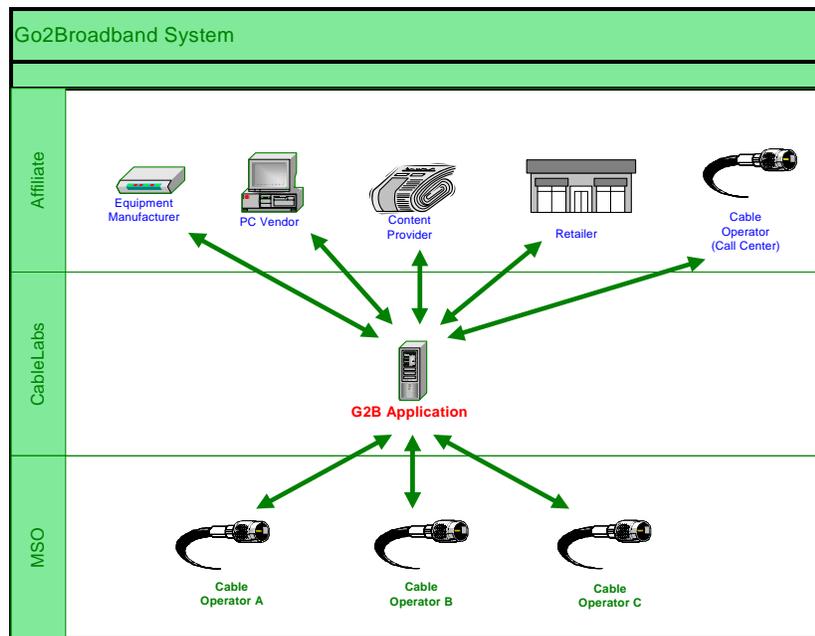


Figure 1– The Go2Broadband System

G2B Version 3.0 Message Flow

Previous G2B protocol used up to eight messages, exchanged among G2B, the Affiliate, and the MSO, to complete an offer and service order request cycle. Fewer messages were used if the consumer did not sign up for cable services (for example, the offer Outcome is "No Sale") or if an exception condition occurred. If an exception condition occurred during the transmission or processing of a message, a status code and a status description were forwarded to the Affiliate as part of either a Message 4 or a Message 8.

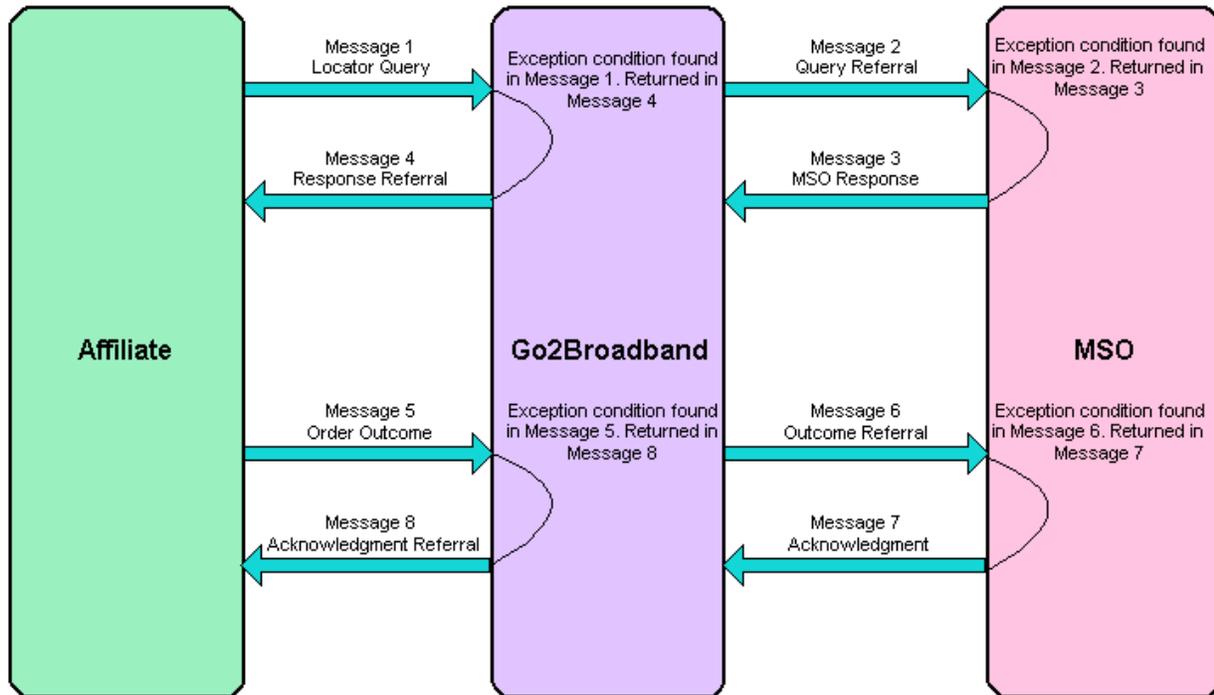


Figure 2 Go2Broadband Version 3.0 Messaging Overview

G2B Version 4.1 Message Flow

The G2B V4.1 message protocol splits the order process into a series of logical steps using the following web services:

- QueryOffers,
 - The initial query from an Affiliate.
- QueryOffersResponse,
 - The response from G2B which may contain information from one or more MSOs. Affiliates use this information to determine their next action. If an error is reported by G2B, the Affiliate can correct the error and submit a new query.
- QueryOffersResubmit,
 - This is used if one of the MSOs is unable to find an exact account match. A list of possible matching addresses is returned and the Affiliate selects one of the addresses and resubmits the request.
- SubmitOrder,
 - This is used if the consumer chooses to order service.

- SubmitOrderResponse,
 - This is the end point of the communication, unless installation times are proposed.
- ScheduleInstall,
 - This is used if the consumer has selected one of the proposed install times.
- MSOLookup,
 - This is used only if there is a special business need to identify the MSO before sending a QueryOffers request.
- CancelOrder.
 - Used only if an order was entered in error.

G2B V4.1 also defines MSO-specific Web services for G2B to communicate with MSOs. G2B performs the appropriate processing on the MSOs response from each of these Web services and returns responses to the Affiliates:

- MSOOffers,
- MSOOffersResubmit,
- MSOOrder,
- MSOInstall,
- MSOCancelOrder.

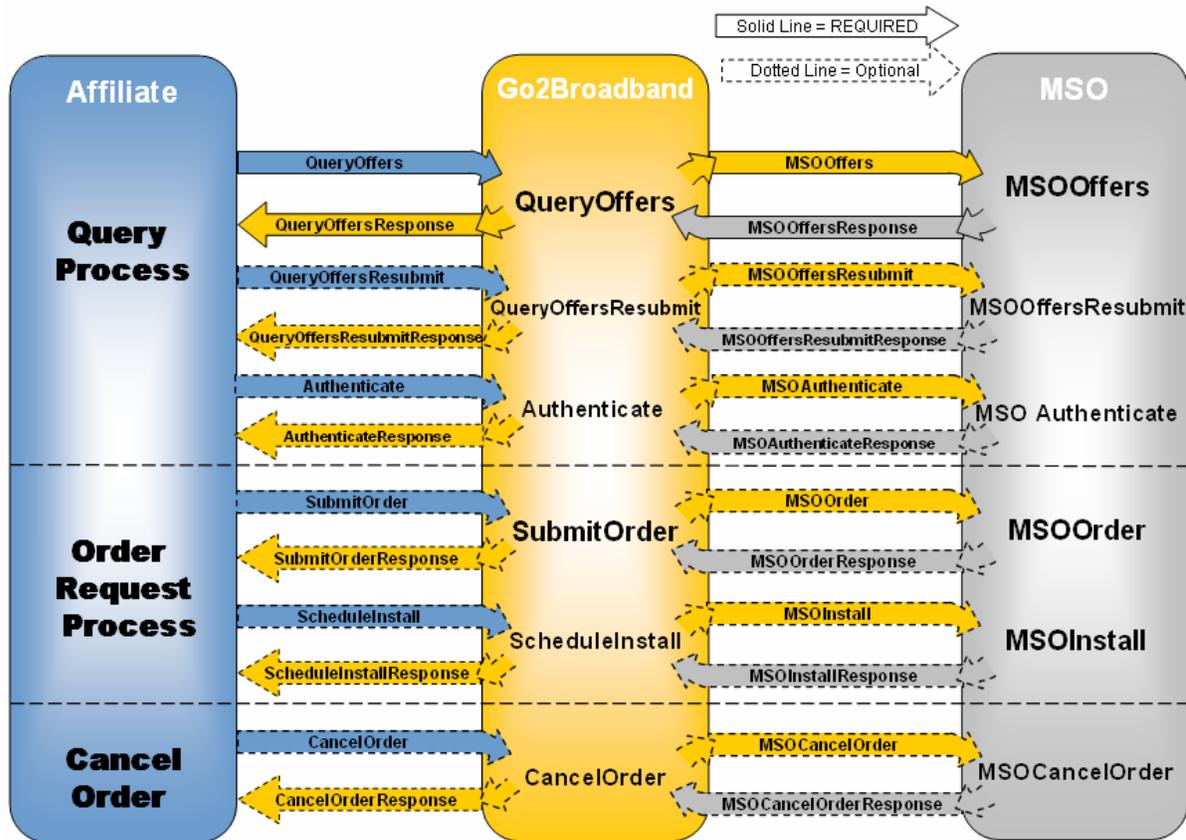


Figure 3 Go2Broadband Version 4.1 Messaging Overview

The G2B system determines the requestor's identity through the use of an Affiliate ID that is assigned by CableLabs. In some cases, the Affiliate submitting a request to G2B is not doing so on behalf of the consumer directly, but for another organization. In this case, the Originating ID must be specified as the company that is dealing directly with the consumer. The Originating ID should only be specified when it differs from the Affiliate ID.

The Go2Broadband system uses both secure IP and secure socket layer (SSL) encryption for all postings to the Go2Broadband system. A request from an unknown IP address generally causes an HTTP error.

Upon successful Affiliate authentication, the program checks for proper message content and format. All incoming XML messages must conform to the published Schemas. Improperly formatted messages will cause a parse error, which is returned to the Affiliate.

Companion System Functionality

Some MSOs build and maintain their own interfaces that interact with the Go2Broadband system. For MSOs that do not create their own custom interface, CableLabs has developed and hosts Companion 4.1, an interface that can be used to conduct all the necessary interactions with G2B.

Companion 4.1 is:

- A CableLabs-hosted web application that MSOs can use to configure and store their respective cable footprints and services,
- An associated "back end" to receive, process, and respond to requests for service,
- A mechanism to view and respond to order requests placed by consumers through various Affiliate interfaces.

The Companion System

This section provides instructions for using the Companion system and makes recommendations for effective and efficient use of the Companion site.

The Companion Environments

CableLabs provides a Quality Assurance (QA) Companion environment and a Production Companion environment for your convenience. The QA environment is not public and is intended for use by MSOs and Affiliates for testing (generating test orders and testing new service data) and training. The Production environment is a live public environment. Once data is entered or loaded into the production environment, MSOs, Affiliates, and consumers can view it.

The Production environment is partitioned into online (Published) and offline (Unpublished) areas for service (offer) data. Partitioning in the production environment is designed to provide MSOs with the ability to take an existing service offline, make an update, and return the service to its online and published status.

Note: Use the Offer Update control to open and resave existing offers. Doing so ensures that attributes like "Display" are saved in a consistent and predictable form.

Published service (offer) data is accessible to Affiliate (and consumer) requests for service. If service data is incorrectly configured or missing, requests can return erroneous information or blank fields.

User Requirements

Before using the QA and Production Companion web sites, you must provide the following to CableLabs:

- A technical contact for network issues,
- A technical contact for Footprint submission,
A footprint is the ZIP+4 area(s) you serve.
- A business contact,
- Your IP address or range of addresses,
- At least one email address for each respective site, QA and Production, to use to send order requests.

QA and Production Site URLs

The following URLs have been established for the QA and Production Companion applications:

- QA: <http://companion.qa.go2broadband.com>,
- Production: <http://companion.go2broadband.com>.

Getting Started with Companion

Companion has two levels of users - administrative and system.

As an Administrative level user, you are responsible for the initial Companion system configuration.

Administrative-level users can:

- Create, modify or delete new systems,
- Create or delete system-level users and administrative-level users,
- Create, modify, or delete services,
- Create, modify, or delete footprint data,
- If configured, the administrative-level user can also view and download order data.

System-level users are granted access by Administrative-level users.

System-level users can:

- Modify their profile,
- Create, modify, or delete service data,
- View footprint settings for the systems to which they are assigned,
- If configured, the system-level user can also view and download order data.

► To sign in to Companion:

1. Enter the appropriate Companion URL into your browser's Address line and press **Enter**.
The **Welcome** sign-in screen displays.
2. Enter your CableLabs-assigned **E-Mail** and **Password**.



3. Click **SIGN IN**.

The Select System screen displays. Notice that a system (for example, Mythical Cable) is listed. CableLabs developed a “dummy” system for each MSO account to provide a starting place to work with when accessing Companion for the first time.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System

You have been granted access to manage data for the following MSO systems. MSO admin users may create new systems. System users must request additional access from their respective MSO administrators. To work with a particular system, simply click the select link to the right of that system.

User: **Karen Thompson**
MSO: **Mythical Cable** [change](#)
System: [change](#)

[Create New System...](#)

Select system to work with...

MSO Number	MSO Name	Privilege	System Number	System Name	Status
1016	Cable One	Admin, System	000100	Ada	active select admin
1099	LotsACable	Admin, System	000000	System 0	active select admin
1099	LotsACable	Admin, System	000001	System 1	active select admin
1099	LotsACable	Admin, System	100003	System 3	active select admin
1236	Mythical Cable	Admin, System	000006	Companion System 1	active select admin
1236	Mythical Cable	Admin, System	123450	Companion System 2	active select admin
1018	Suddenlink	Admin, System	000001	(Un-named)	active select admin

1

[Contact Support](#) [Companion User Guide](#)

© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

Using the Navigation Bar

- Click **Admin** (if you have administrative-level permission) to go to the **Administration** screen.
- Click **Home** to go to the **Manage System** screen.
- Click **Help** to access a help topic.
- Click **Sign Out** to end your Companion session and return to the **Welcome** screen.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System

You have been granted access to manage data for the following MSO systems. MSO admin users may create new systems. System users must request additional access from their respective MSO administrators. To work with a particular system, simply click the select link to the right of that system.

User: **karen thompson**
MSO: **Mythical Cable** [change](#)
System: [change](#)

[Create New System...](#)

Select system to work with...

MSO Number	MSO Name	Privilege	System Number	System Name	Status
1236	Mythical Cable	Admin	000006	Companion User System	active select admin
1236	Mythical Cable	Admin	000007	Gregg Test	active select admin
1236	Mythical Cable	Admin	000009	Bogus System 101	active select admin
1236	Mythical Cable	Admin	100001	Test System 1	active select admin

1

[Contact Support](#) [Companion User Guide](#)

© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

Setting Up Your Companion Site

As the Administrative-level user, your setup tasks include:

- Setting up your initial system,
- Customizing field names and terms that display on the Companion screens.

Customizing Field Names and Terms

An MSO may organize the ZIP+4s that they serve under one or many service areas. G2B refers to these service areas as systems, but your MSO may call them markets, regions, areas, divisions, etc. As an Admin-level User, you can customize the Companion application by creating an alias for certain terms within the application. This allows you (and the system-level Users that you create) to see field names and terms that are familiar.

► To customize field names and terms:

1. From the **Select System** screen, click **Admin**.

The **Administration** screen displays.

2. Click **View/Edit MSO-level settings**.

The **MSO Settings** screen displays.

The following are settings for Mythical Cable. If you feel that any data is incorrect or should be changed, please contact your MSO administrator.

User: **Karen Thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion System 1 (000006)** [change](#) [edit](#)

System Alias (required):
While 'System' is the default name used to identify what is essentially a sub-MSO grouping, you may name it whatever you wish (e.g. System, Market, Division, etc.).

Service Alias (required):
While 'Service' is the default name used to identify what is essentially a MSO offering, you may name it whatever you wish (e.g. Service, Offer, Plan, etc.).

Follow-Up Message (required):
Closing comments from your MSO to the customer when sending back an order confirmation.

URL (required):
The URL for your MSO that is passed to the affiliate.

Phone: (exactly 10 digits, if provided)
The phone number for your MSO that is passed to the affiliate.

[Contact Support](#)  [Companion User Guide](#)

3. Enter the **System Alias**.

This is the term you use for an operational area such as a market, region, or division.

4. Enter the **Service Alias**.

This is a term you use to identify offers or plans.

5. Enter a **Follow-Up Message**.

This is the message to your customer confirming the order.

Consider including the following:

- A thank you for the order,
- Next steps (such as a call to schedule installation),
- A note to the customer to keep the order number,
- A contact phone number.

6. Enter a **URL** in the format <http://www.mythicalcable.com>.

7. Click **UPDATE**.

8. The **Administration** screen displays.

Note: The sample screens and instructions used in this document show the terms "System" and "Service," but the actual screens you see will show whatever term you configured; e.g., "Region" and "Offer."

Renaming Your CableLabs-Provided "Dummy" System

The first time you sign into the Companion application, you will see that a system is listed in the body of the **Select System** screen (for example, Mythical Cable). CableLabs developed a "dummy" system for you to have something to work with when you access Companion for the first time. You will rename this system to a real system name.

► To update the Dummy System:

1. On the **Select System** screen, click **admin**.

The **Administration** screen displays.

2. Click **View/edit MSO level settings**.

The **Edit System** screen displays.

The screenshot displays the 'Edit System' configuration page in the Companion user interface. At the top, the 'Companion' logo is on the left, and navigation links 'Admin | Home | Help | Sign Out' and 'Version: 4.1' are on the right. Below the logo, a breadcrumb trail reads 'Welcome > Select System > Edit System'. The user's identity is shown as 'User: karen thompson', 'MSO: Mythical Cable' (with a 'change' link), and 'System: Companion User System (000006)' (with 'change' and 'edit' links). The main configuration area contains four numbered items: 1. System Name: 'Companion User System' (with a note: 'Up to 25 characters long and unique within your MSO'). 2. System Number: '000006' (with a note: '6 characters long and unique within your MSO'). 3. Customer Call-In #: '8885551231' (with a note: '10 digit phone number for customers to dial (10 digits only)'). 4. MSO Transfer #: '800557652' (with a note: '10 digit private phone number for transferring customers (10 digits only)'). Below these is an 'Email Addresses:' section with a text area containing 'E.Wilson@CableLabs.com' and 'm.smith@cablelabs.com'. A note below the text area states: 'Enter email addresses to receive notice each time an order request is received by this system. One email address per line.' At the bottom of the form are three buttons: 'CANCEL', 'UPDATE', and 'DEACTIVATE'. The footer includes a '60% Broadband' logo, links for 'Contact Support' and 'Companion User Guide', and the copyright notice: '© 2007 Cable Television Laboratories, Inc. All Rights Reserved.'

3. Enter a **System Name**.

4. Enter a **System Number**.

This is a number used to define a logical area within your MSO.

5. Enter a **Customer Call-in #**.

Do not use hyphens in the phone number. This is the telephone number your customers will use to contact you.

6. Enter an **MSO transfer #**.

Do not use hyphens in the phone number. This is the telephone number of the Cable Movers or the OnlyCableCan center.

7. Enter an **Email Address**.

This is the address that will receive notice each time the system receives an order request. If you are entering multiple email addresses, separate them with linefeeds.

Note: If you do not include an email address, you will need to sign into Companion each time you would like to see order information.

8. Click **UPDATE**.

Creating a System

You may organize the ZIP+4s that you serve under one or more service areas. G2B refers to these service areas as systems, but you may call them markets, regions, areas, or divisions.

► **To create a new System:**

1. On the **Select System** screen, click **admin**.

The **Administration** screen displays.

2. Click **Create New System**.

3. The **Edit System** screen displays.

4. Enter a **System Name**.

5. Enter a **System Number**.

This is a number used to define a logical area within your MSO.

6. Enter a **Customer Call-in #**.

Do not use hyphens in the phone number. This is the telephone number your customers will use to contact you.

7. Enter an **MSO transfer #**.

Do not use hyphens in the phone number. This is the telephone number of the Cable Movers or OnlyCableCan center.

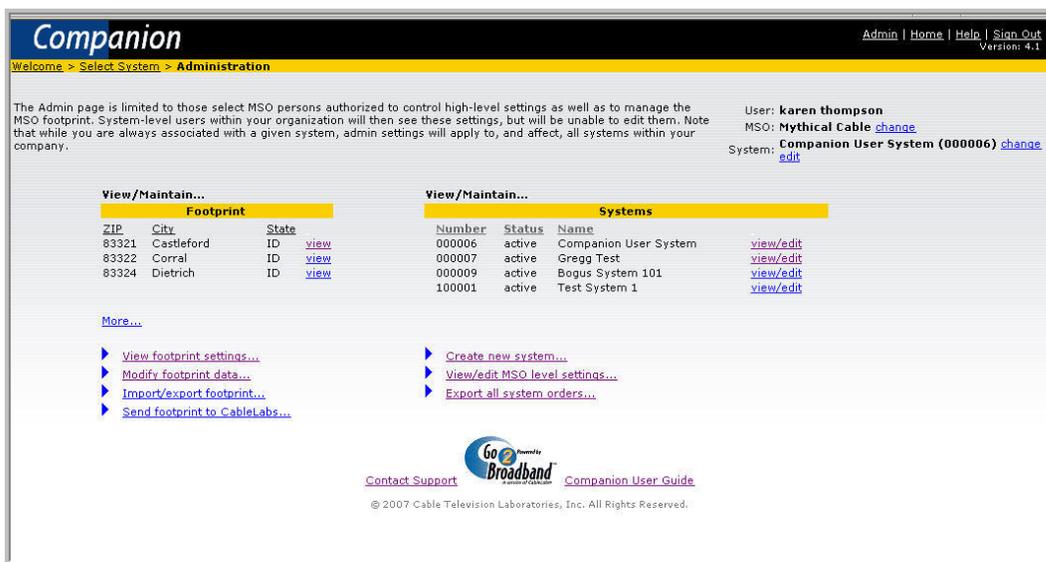
8. Enter an **Email Address**.

This is the address that will receive notice each time the system receives an order request. If you are entering multiple email addresses, separate them with semicolons.

NOTE: If you do not include an email address, you will need to sign into Companion each time you would like to see order information.

9. Click **CREATE**.

The **Administration** screen displays with the name of the new system listed.



Modifying Footprint Data

Your MSO's footprint is the ZIP+4 area(s) you serve. You must enter the ZIP+4s and associate the ZIP+4s with a system.

Note: If you already have footprint data in another application (for example, a spreadsheet file or a database), you can import the data directly into Companion.

► To create new ZIP+4s:

1. On the **Administration** screen, click **Modify** footprint data.
The **Modify Footprint** screen displays.

2. In the **Create New ZIP+4** field, enter a ZIP+4 that you service.
3. In the **and Associate With System** drop-down box, select a system.
4. Click **GO**.
5. Continue adding any additional ZIP+4s to assign them to a system.
6. Click **Return**.

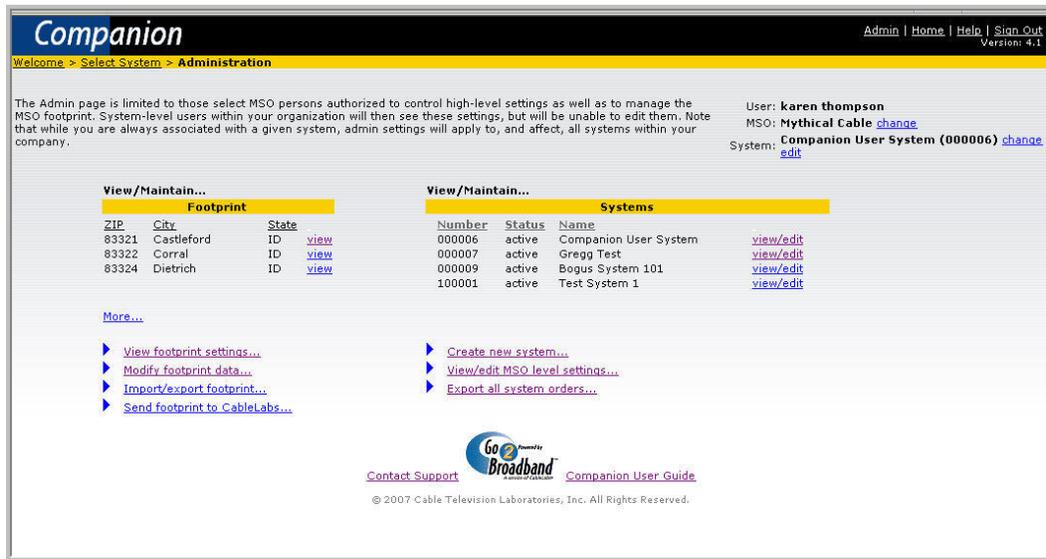
► **To associate a group of ZIP codes with a system:**

1. In the **Associate all ZIP+4s Starting With** field, enter a segment of a ZIP code.
For example, entering the segment 802 in the first field deletes all ZIP codes starting with 802.
2. In the **With System** drop-down box, select a system.
3. Click **GO**.
4. Click **Return**.

► **To delete a group of ZIP codes associated with a system:**

1. In the **Delete all ZIP+4s Starting With** field, enter a segment of a ZIP code.
For example, entering the segment 802 in the first field will delete all ZIP codes starting with 802.
2. In the **With System** drop-down box, select a system.
3. Click **GO**.
4. Click **Return**.

The **Administration** screen displays with the new Footprint(s).



Importing/Exporting Footprint Data

You can import footprint data from a text file into Companion or export existing Companion footprint data for use in another application.

To import footprint data, you must create a pipe-delimited (|) text file with the following format:

- Column 1: 5-digit ZIP Code (e.g., 12345),
- Column 2: 4-digit Plus4s (e.g., 1234),
- Column 3: 10-digit G2BID (e.g., 2134567890, where 2134 is the CableLabs-assigned MSO number and the 567890 is your MSO-assigned system number).

All values must be numeric and you cannot include a header row. Below is a sample of what the file should look like:

```
12345|1234|2134567890
12345|1235|2134567890
12345|1236|2134567890
12346|2345|2134567890
```

▶ To import footprint data:

1. From the **Administration** screen, click **Import/export footprint**.

The **Import/Export Footprint** screen displays.

2. Click **Browse...** and locate the text file to be imported.
3. Click the **Replace** or **Append** radio button.

Selecting **Replace** completely replaces all footprint data. Clicking **Append** will append new footprint data to the existing footprint data.

4. Click **IMPORT**.
5. When you have completed importing your footprint data, click **RETURN**.
The **Administration** screen displays.

▶ To Export Footprint Data

1. From the **Import/Export Footprint** screen, click **EXPORT**.
A text file is generated.

Note: Do not click **EXPORT** more than once, since it may take a few minutes to generate the requested footprint data.

2. Click **RETURN**.

Note: Under the **IMPORT** button, you can select the active link, “*click here to send your footprint to G2B.*”

Creating a Service

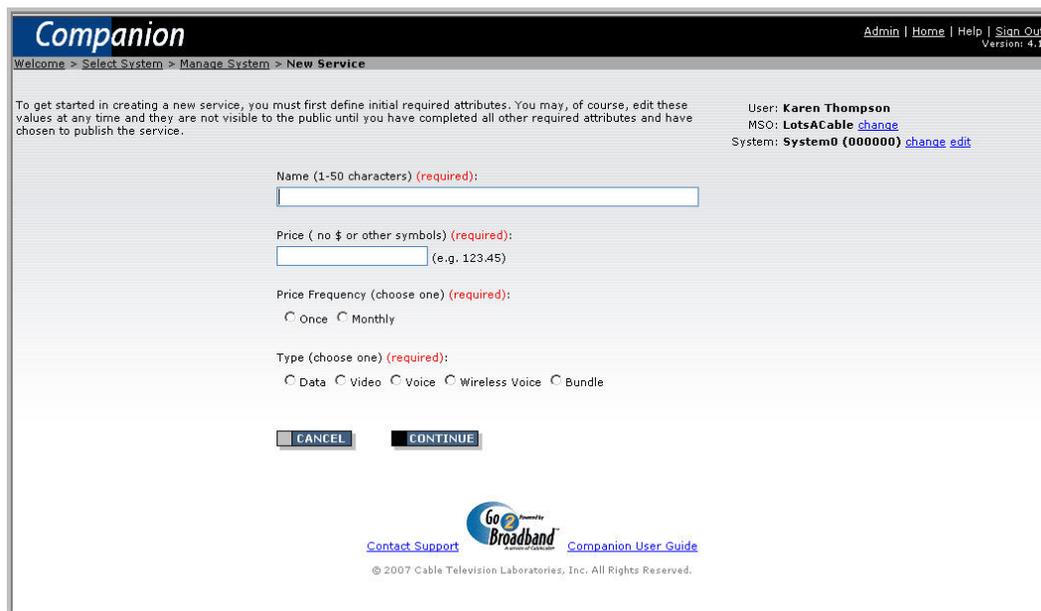
In G2B, a Service is defined as the offers or plans that you sell.

There are a number of pieces of data you need and specific website planning considerations that you should understand and apply before creating and configuring Services. Much of that discussion is beyond the scope of this document.

► To create a basic video service:

1. On the **Home** screen, click **Create New Service**.

The **New Service** screen displays.



Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System > Manage System > New Service

To get started in creating a new service, you must first define initial required attributes. You may, of course, edit these values at any time and they are not visible to the public until you have completed all other required attributes and have chosen to publish the service.

User: **Karen Thompson**
MSO: **LotsACable** [change](#)
System: **System0 (000000)** [change](#) [edit](#)

Name (1-50 characters) (required):

Price (no \$ or other symbols) (required):
 (e.g. 123.45)

Price Frequency (choose one) (required):
 Once Monthly

Type (choose one) (required):
 Data Video Voice Wireless Voice Bundle

[Contact Support](#)  [Companion User Guide](#)
© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

2. In the **Name** field, enter the name of the service.
3. In the **Price** field, enter the price.
4. Click **Once** or **Monthly** for price frequency.
5. Select **Type**:
 - Data,
 - Video,
 - Voice,
 - Wireless Voice, or
 - Bundle.
6. Click **CONTINUE**.

The **Edit services** screen displays.

Use the table below as a guide for entering a new service. When you create a new service entry, Companion already marks the required entry fields and screens necessary to create the offer.

Screen Region	Definition	Valid Data Entry/Action
Top textbox	The name and short description of the Service	View only. This is for reference in later screens
Middle textboxes	The short, medium, and long names of the Service	<ul style="list-style-type: none"> Names will carry over from initial entry screen Names can be customized in longer format if needed
List of links on the left	Subsequent items required for service entry completion	Used to move page-by-page for service entry
Update and Cancel buttons	UPDATE/CANCEL Option buttons	Click on either button

Price Amount, Frequency and Description

The following page is provided as a double-check for the price and frequency that you've already entered. This page will also let you enter an optional price description of up to 200 characters.

The screenshot shows the 'Companion' web application interface. At the top, there is a navigation bar with links for 'Admin', 'Home', 'Help', and 'Sign Out'. Below this, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area is titled 'Edit Offer' and displays the following information:

- User:** Karen Thompson
- MSO:** Mythical Cable
- System:** Companion System 1 (000006)
- Published:** Yes (selected) / No

The offer details are shown as: ID: 8751 ~ Voice Offer 1 ~ \$81.71/month ~ Voice Offer. There are buttons for 'UPDATE', 'DELETE', and 'CANCEL'. A 'Published' section has radio buttons for 'Yes' and 'No'. Below this, a message states: 'The following are price attributes and must all be populated with the exception of description.'

The form fields are:

- Name/Info (required):** Voice Offer 1
- Price (required):** 81.71 (no \$ or other symbols)
- Install Price (required):** 81.71 (e.g. 123.45)
- Hardware Price (required):** (empty)
- Deposit Price (required):** (empty)
- Promotions:** (empty)
- Qualified Hardware:** (empty)
- Customizations:** (empty)
- Included Items:** (empty)
- Marketing Info:** (empty)
- Contract:** (empty)
- Tech Support:** (empty)
- Disclaimer/Terms:** (empty)
- Voice Features (required):** (empty)
- Preview Offer:** (empty)

The **Price Frequency (choose one)** section has radio buttons for 'Once' and 'Monthly', with 'Monthly' selected. The **Price Description (1-200 characters)** section contains the text: 'This is the Voice Service Price Description.
'. At the bottom, there is a 'Go Broadband' logo and copyright information: '© 2007 Cable Television Laboratories, Inc. All Rights Reserved.'

Screen Section	Definition	Valid Data Entry/Action
Price textbox	Price Amount	Enter a number with or without a decimal point. Do not enter a dollar sign.
Price frequency	Price Frequency	Check either Once for one-time fee or Monthly for recurring fee
Price Description textbox	Price Description	Optional description related to the price for the service

Next, click Install Price for installation pricing options.

This screen allows you to add items relating to installation costs to the consumer.

Screen Section	Definition	Valid Data Entry/Action
Price textbox	Price Amount	Number with or without a decimal point
Customizable checkbox	Customizable Flag	If checked notifies Affiliate that there are other factors affecting the installation price
Install Price Frequency checkbox	Frequency	Check Once or Monthly
Install Price Description textbox	Install Price Description	Description of installation price

For purposes of clarity with a Basic Video Service, the Install price is set to zero and doesn't use any Customizations.

Use this screen to add items relating to hardware costs to the consumer.

The screenshot shows the 'Edit Service' screen in the Companion application. At the top, there's a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below that, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Service'. The main content area displays service details: 'ID: 8571 ~ New Data Service! ~ \$77.77/month ~ Data Service'. There are three buttons: 'UPDATE' (green), 'DELETE' (red), and 'CANCEL' (grey). A 'Published:' section has radio buttons for 'Yes' and 'No'. A sidebar on the left lists various sections like 'Name/Info', 'Price', 'Install Price', 'Hardware Price', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Data Features', and 'Preview Service'. The main area contains several text input fields: 'Short Name (1-50 characters) (required):' with 'New Data Service!', 'Medium Name (1-100 characters) (required):' with 'New Data Service Medium Name', and 'Long Name (1-200 characters) (required):' with 'New Data Service Long Name'. There are also checkboxes for 'For Offer Quality' and 'Moves Offer'.

Screen Section	Definition	Valid Data Entry/Action
Hardware Price textbox	Price Amount	Number with or without a decimal point
Customizable checkbox	Customizable Flag	If checked, notifies affiliate that there are other factors affecting the hardware price
Hardware Price Frequency	Frequency	Check Once or Monthly
Hardware Price Description textbox	Hardware Price Description	Description of hardware price

For purposes of clarity with a Basic Video Service, Hardware price is set to zero and doesn't use any Customizations.

Video Features

Use this page to enter the number of both basic and premium channels, as well as descriptions of your channel lineup. There is a feature on this page that you can use to further customize your channel lineups, based on their appropriate category of service. You can also have a combination of words and numbers in both the Number of Channels fields.

The following offer will be returned to the calling client when a Go2Broadband query receives a ZIP+4 that is associated with the current market you are viewing. Only published services will be returned. Data within sections will automatically update when you move to another section; however, no changes will be committed to the database until the 'Update' button is clicked.

User: **Karen Thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion System 1 (000006)** [change](#) [edit](#)

Published: Yes No

ID: 8753 ~ Video Offer 1 ~ \$99.99 one-time ~ Video Offer [UPDATE](#) [DELETE](#) [CANCEL](#)

For Offer Quality

The following are video-specific features.

[Name/Info \(required\)](#) Category (required):

[Price \(required\)](#) Number of Channels (1-11 characters) (required):

[Install Price \(required\)](#) Number of Premium Channels (1-11 characters) (required):

[Hardware Price \(required\)](#)

[Deposit Price](#)

[Promotions](#)

[Qualified Hardware](#)

[Customizations](#)

[Included Items](#)

[Marketing Info](#)

[Contract](#)

[Tech Support](#)

[Disclaimer/Terms](#)

[Video Features \(required\)](#)

[Preview Offer](#)

Enter up to 500 channels (1-50 characters each, 1 channel per line):

Enter up to 500 premium channels (1-50 characters, 1 channel per line):

[clear channel list](#) [clear premium channel list](#)

1. Click on the UPDATE button and it will write your changes to the database and return you to the **Manage System** screen.
2. To preview your offer, click on the view/edit link next to the offer name.

Hi karen, and welcome to Companion by Go2Broadband. This page serves as your starting point... a dashboard from which to select which functional areas you would like to review and/or edit. View/verify your footprint, create/maintain offers, and receive/respond to order requests generated by Go2Broadband.

User: **karen thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion User System (000006)** [change](#) [edit](#)

- Published - Not Published

View/Verify...			
Footprint			
ZIP	City	ID	State
83321	Castleford	ID	view
83322	Corral	ID	view
83324	Dietrich	ID	view

[More...](#)

- [View footprint settings...](#)
- [Import/export footprint...](#)

Create/Maintain...		
Offers		
Name		
Bundle Offer 4 - Data, Video, Voice, WirelessVoice	view/edit	
Basic Video Service	view/edit	
Video Offer 1 (Incl M Bullets & HTML tags)	view/edit	
Wireless Voice Offer 1	view/edit	
Bundle Offer 3 - Data, Video, Voice	view/edit	
Bundle Offer 2 - Data and Wireless	view/edit	
Voice Offer 1	view/edit	
Bundle Offer - Video and Voice	view/edit	
Data Offer 1	view/edit	
Data Offer 2	view/edit	

[More...](#)

- [Create new offer...](#)
- [Import/export offer...](#)
- [Manage discounts...](#)

Receive/Respond...		
Orders		
Date	Customer	
04/18/2007	Customer, Maude	view
04/18/2007	Naranjo, Nancy	view
04/16/2007	Jones, Joe J.	view
04/13/2007	Customer, John Q.	view
04/13/2007	Customer, Joe B.	view
04/11/2007	Douglas, Doug	view
04/09/2007	Ferguson, Fred	view
04/05/2007	Cooke, Charlie	view
03/23/2007	Bizinski, Bill	view
03/23/2007	Anderson, Andy	view

[More...](#)

- [Export orders...](#)

[Contact Support](#) [Companion User Guide](#)

© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

3. Then, click on **Preview Offer**.

You can view the information you entered.

The screenshot shows the Companion web interface. At the top, there's a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below that, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area is titled 'Video Offer 1 Long Name' and contains various fields and sections. On the left, there's a sidebar with a list of options: 'For Offer Quality', 'Name/Info (required)', 'Price (required)', 'Install Price (required)', 'Hardware Price (required)', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Video Features (required)', and 'Preview Offer'. The main content area includes a header with 'ID: 8753 ~ Video Offer 1 ~ \$99.99 one-time ~ Video Offer' and buttons for 'UPDATE', 'DELETE', and 'CANCEL'. Below this, there's a note: '** This is only for illustration purposes and to help verify the structure of this offer. **'. The main content area is divided into several sections: 'Name/Info (required)' with 'Video Offer 1 Long Name', 'Price (required)' with '\$99.99 Once This is the Price Description', 'Install Price (required)' with '\$0.00 Once This is the Install Price Description', 'Hardware Price (required)' with '\$10.00 Once This is the Hardware Price Description', 'Deposit Price' with '\$25.00 Monthly This is the Deposit Price Description', 'Contract' with '1 Years - Early Termination Fee: \$89.99', 'More Marketing stuff...', 'And even more Marketing propaganda, and it also contains HTML linefeeds. Woohoo!' with a bulleted list of 'Bullet 1' through 'Bullet 5', 'INCLUDED ITEMS' with 'Advanced Video Thingy' and '(Other)' with 'New Sub-Item', and 'PROMOTIONS' with 'Promotion 1 \$100.00 From 01/02/2005 To 01/02/2007'. At the top right of the main content area, there's a 'Published:' section with 'Yes' and 'No' radio buttons.

4. Publish your offer and Click **UPDATE**.

Creating Other Types of Services

All of the remaining service types, Data, Voice, and Wireless, are created essentially the same way as the Basic Video service. Since the items required for each service type change with that service type, you always have to enter the requisite information necessary for that type of service.

For optional items, all of the items required for the completion of the optional item is noted.

Optional Features for Creating Services

There are a number of features that are optional for use in creating services. They are:

- Bundles,
- Deposit Price,
- Promotions,
- Qualified Hardware,
- Customizations,
- Included Items,
- Marketing Info,

- Contract,
- Tech Support,
- Disclaimers.

Deposit Price

This area is used to enter a deposit amount, frequency (Once/Monthly), and a text description for a deposit that may be required for a given service.

The screenshot shows the 'Companion' web application interface. At the top, there is a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below this is a breadcrumb trail: 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area displays the following information:

- ID:** 8753 ~ **Video Offer 1** ~ \$99.99 one-time ~ **Video Offer**
- UPDATE** (green button), **DELETE** (red button), **CANCEL** (grey button)
- Published:** Yes No
- User:** Karen Thompson
- MSO:** Mythical Cable [change](#)
- System:** Companion System 1 (000006) [change](#) [edit](#)

The following offer will be returned to the calling client when a Go2Broadband query receives a ZIP+4 that is associated with the current market you are viewing. Only published services will be returned. Data within sections will automatically update when you move to another section; however, no changes will be committed to the database until the 'Update' button is clicked.

The following are deposit price attributes.

- For Offer Quality
- Name/Info (required)**
- Price (required)**
- Install Price (required)**
- Hardware Price (required)**
- Deposit Price**
- Promotions**
- Qualified Hardware**
- Customizations**
- Included Items**
- Marketing Info**
- Contract**
- Tech Support**
- Disclaimer/Terms**
- Video Features (required)**
- Preview Offer**

Deposit Price (no \$ or other symbols OR check Customizable) (required):
25.00 (e.g. 123.45) or Customizable Display

Deposit Price Frequency (choose one) (required):
 Once Monthly

Deposit Price Description (1-200 characters):
This is the Deposit Price Description

[clear all fields](#)

At the bottom, there is a logo for 'Go2Broadband' and a footer: '© 2007 Cable Television Laboratories, Inc. All Rights Reserved.' with links for 'Contact Support' and 'Companion User Guide'.

Promotions

Promotions can be used to input a promotion that you may be running for upgrades, installation, or specials.

The screenshot shows the 'Companion' web interface. At the top, there's a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below that, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area is titled 'ID: 8753 ~ Video Offer 1 ~ \$99.99 one-time ~ Video Offer'. It includes buttons for 'UPDATE', 'DELETE', and 'CANCEL', and a 'Published:' status with 'Yes' selected. A sidebar on the left contains a menu with options like 'For Offer Quality', 'Name/Info (required)', 'Price (required)', 'Install Price (required)', 'Hardware Price (required)', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Video Features (required)', and 'Preview Offer'. The main form area contains fields for 'Promotion Name (1-50 characters) (required)', 'Start Date (m/d/yyyy) (required)', 'End Date (m/d/yyyy) (required)', and 'Promotion Value (e.g. 123.45)'. Below these are text areas for 'Promotion Description (1-1000 characters) (required)' and 'Promotion Disclaimer (1-5000 characters)'. A table below the form lists existing promotions for the current offer:

Promotion Name	Start Date	End Date	
Promotion 1	01/02/2005	01/02/2007	view/edit delete

Below this table, there's a section for 'The following are promotions associated with other offers within your organization.' with another table:

Promotion Name	Start Date	End Date	Offer ID	view	copy
Promotion 1	01/02/2005	01/02/2007	8753	view	copy
Big time Data Offer 1 Promol Act now!	03/01/2007	11/01/2007	8752	view	copy
Basic Video Promotion	12/01/2006	07/01/2007	8759	view	copy
Promotion Voice	01/02/2007	11/21/2008	8751	view	copy
Wireless Promotion 1	01/01/2007	12/01/2007	8750	view	copy
Temp Promotion	01/02/2007	01/02/2008	8790	view	copy

At the bottom of the page, there are links for 'Contact Support' and 'Companion User Guide'.

Notice that once a Promotion is created with any service, you can copy it and modify it for use with any service.

You can only delete a promotion from the service that it was originally created in. However, if you copy a promotion to a service, you can delete it from that service only, not from the service it originated from.

Qualified Hardware

This optional area allows you to input hardware items that may be necessary for your service.

CAUTION: When entering customizations, click **Update** to save data. Pressing Enter will cause loss of data.

The screenshot shows the 'Companion' software interface. At the top, there's a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below that, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area displays offer information: 'ID: 8753 ~ Video Offer 1 ~ \$99.99 one-time ~ Video Offer'. There are buttons for 'UPDATE', 'DELETE', and 'CANCEL'. A 'Published' section has radio buttons for 'Yes' and 'No'. A sidebar on the left contains a menu with items like 'Name/Info (required)', 'Price (required)', 'Install Price (required)', 'Hardware Price (required)', 'Deposit Price', 'Promotions', 'Qualified Hardware' (selected), 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Video Features (required)', and 'Preview Offer'. The main form area has fields for 'Hardware Category' (a dropdown menu showing 'CableCARD'), 'Make (1-30 characters)', and 'Model (1-30 characters)'. Below the form is a table with columns 'Category', 'Make', and 'Model'. The table contains one row: 'CableCARD', 'Make', 'Model'. At the bottom, there's a 'Go Broadband' logo and copyright information: '© 2007 Cable Television Laboratories, Inc. All Rights Reserved.'.

Notice that you can only select from the items on the drop-down list, as these are the only items recognized by the G2B specification.

Customizations

Customizations allow you to create better tailored options for your services. This allows them to be more dynamic for the consumer by creating an input mechanism that can require either a text or numeric entry.

G2B V4.1 also allows the MSO to ask for multiple text fields as part of a single customization. The intended usage of this new functionality is for occurrences, such as Voice services, for which the MSO might need to determine telephone number portability. It requires both the consumer's telephone number and their current provider. Another use for this element might be for a Data offer in which the consumer can request multiple email accounts.

The screenshot shows the 'Companion' web application interface. At the top, there is a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below this is a breadcrumb trail: 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area is titled 'ID: 8753 ~ Video Offer 1 ~ \$99.99 one-time ~ Video Offer'. It contains several sections:

- A 'Published:' status section with 'Yes' and 'No' radio buttons.
- A section for 'The following are customizations associated with the listed offer. There may be up to 20 maximum.' with a form for 'Customization Name (New) (1-50 characters) (required)', 'Type' (dropdown menu), and 'Category' (dropdown menu).
- A table titled 'The following are other customizations within your organization:' with columns for 'Customization Name', 'Category', and 'Offer ID'.

Customization Name	Category	Offer ID
Modem Buy or Lease	DataEquipment	8752
Voice Customization 1	VoiceFeature	8755
Wireless Customization 1	Premium	8750
Temp Customization	Other	8790
Modem Buy or Lease	DataEquipment	8759
Customization MS01236 - Data Service	Premium	8751

Every Customization entered will automatically create the necessary sub-item that defines the numeric range. It also allows you to enter a displayed description for the item. For example, using our Basic Video Service, you could ask how many cable outlets they either have or need and you can also add additional customizations to offer Premium channels as well.

CAUTION: When entering customizations, click **Update** to save the data. Pressing Enter will cause loss of data.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System > Manage System > Offers > Edit Offer

The following offer will be returned to the calling client when a Go2Broadband query receives a ZIP+4 that is associated with the current market you are viewing. Only published services will be returned. Data within sections will automatically update when you move to another section; however, no changes will be committed to the database until the 'Update' button is clicked.

User: **Karen Thompson**
MSO: **Mythical Cable** [change](#) [edit](#)
System: **Companion System 1 (000006)** [change](#) [edit](#)

ID: 8751 ~ Voice Offer 1 ~ \$81.71/month ~ Voice Offer [UPDATE](#) [DELETE](#) [CANCEL](#) **Published:** Yes No

For Offer Quality

The following are customizations associated with the listed offer. There may be up to 20 maximum.

Customization Name (New) (1-50 characters) (required) Type Category
 Selection Premium [add](#)

Select	Customization Name	Type	Category	Description	
<input checked="" type="radio"/>	Customization MSO1236 - Data Service	Selection	Premium	Data Service	edit delete

The following are details associated with the customization selected above:

Minimum Selections (0-9) (required): Maximum Selections (1-10) (required): [update](#)

Choice Name (New) (1-50 characters) (required)	Description (1-200 characters) (required)	Price (e.g. 123.45) (required)	Display Price	Frequency (choose one) (required)	Price Description	
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>	Once	<input type="text"/>	edit delete
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input checked="" type="checkbox"/>	Once	<input type="text"/>	edit delete

Name	Description	Price	Display Price	Frequency	Price Description	
Choice 1	Choice Description	100.00	<input type="checkbox"/>	Once	Price Description	edit delete
Choice 2	Choice 2 Description	50.00	<input checked="" type="checkbox"/>	Once	Price 2 Description	edit delete

The following are other customizations within your organization:

Customization Name	Category	Offer ID	
Modem Buy or Lease	DataEquipment	8752	copy
Voice Customization 1	VoiceFeature	8755	copy
Wireless Customization 1	Premium	8750	copy
Temp Customization	Other	8790	copy
Modem Buy or Lease	DataEquipment	8759	copy
Customization MSO1236 - Data Service	Premium	8751	copy

Included Items

Included items can be used to further describe a service and/or the innate value of the services that it contains. For example, with a Data service, you may want to show an included signup for MSN or AOL or the inclusion of Antivirus or Anti-Spyware software.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System > Manage System > Offers > Edit Service

The following service will be returned to the calling client when a Go2Broadband query receives a ZIP+4 that is associated with the current market you are viewing. Only published services will be returned. Data within sections will automatically update when you move to another section; however, no changes will be committed to the database until the 'Update' button is clicked.

User: **Companion User**
MSO: **NewMythical Cable** [change](#) [edit](#)
System: **Companion User System (000001)** [change](#) [edit](#)

Basic Video Service ~ \$19.95/month ~ Video Service [UPDATE](#) [DELETE](#) [CANCEL](#) **Published:** Yes No

The following are included items. There may be up to 5 maximum. Important: You need at least 1 sub-item for every item.

New Included Item Name (1-50 characters) (required):
MSN Membership with up to 7 email addresses [DataFeature](#) [add](#)

Select	Name	Category	
<input checked="" type="radio"/>	Online System Provider Membership	DataFeature	edit delete

Following are sub-items specific to the above selected included item. There may be up to 20 maximum.

New Sub-Item Name (1-50 characters)
Free Anti-Spyware [add](#)

AOL With 7 Email Addresses	edit delete
MSN with 7 Email Addresses	edit delete
Free Antivirus	edit delete

Cable Television Laboratories, Inc.
Copyright © All Rights Reserved.

These added items would preview like this:

The screenshot shows the 'Companion' web application interface. At the top, there is a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below this, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area displays details for 'Video Offer 2' with ID 8759, priced at \$19.95/month. A sidebar on the left contains a list of menu items, with 'Preview Offer' selected. The main content area includes a warning message, a list of pricing details (Price, Install Price, Hardware Price, Deposit Price), a 'marketing info' section, a 'PROMOTIONS' section with a 'Basic Video Promotion', a 'QUALIFIED HARDWARE' section for 'SetTopBox', a 'CUSTOMIZE' section for 'Modem Buy or Lease', and a 'VIDEO FEATURES' section listing 'Channels - Up to 200' and 'Premium Channels - Up to 50'. At the top right of the main content area, there are buttons for 'UPDATE', 'DELETE', and 'CANCEL', and a 'Published:' status with 'Yes' and 'No' radio buttons.

Marketing Info

Using the Marketing Info option, you can add bullets to highlight your service offerings.

CAUTION: When entering customizations, click **Update** to save data. Pressing Enter will cause loss of data.

The screenshot shows the 'Companion' web application interface for editing a service. The navigation bar and breadcrumb trail are similar to the previous screenshot. The main content area displays details for 'New Data Service' with ID 8571, priced at \$77.77/month. A sidebar on the left contains a list of menu items, with 'Marketing Info' selected. The main content area includes a warning message, a 'Marketing Info' section with a text area for 'Main (1-300 characters)' and a list of 'Bullets (up to 10x and each between 1-150 characters)'. At the top right of the main content area, there are buttons for 'UPDATE', 'DELETE', and 'CANCEL', and a 'Published:' status with 'Yes' and 'No' radio buttons. The footer contains the 'GoBroadband' logo, 'Contact Support', 'Companion User Guide', and copyright information for Cable Television Laboratories, Inc.

Contract

Enter contract attributes that can be displayed to the customer.

The screenshot shows the 'Edit Offer' page in the Companion system. The offer ID is 8759, named 'Video Offer 2' with a price of \$19.95/month. The page includes a navigation menu on the left with options like 'Name/Info', 'Price', 'Install Price', 'Hardware Price', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Video Features', and 'Preview Offer'. The main content area contains form fields for 'Contract Length', 'Length Rate' (with radio buttons for Days, Weeks, Months, Years), 'Early Termination Fee', and a 'Description' text area. There are 'UPDATE', 'DELETE', and 'CANCEL' buttons, and a 'Published' status indicator.

This will preview similar to the following:

The screenshot shows the 'Edit Offer' page in preview mode for offer ID 8751, named 'Voice Offer 1 Long Name'. The price is \$81.71/month. The preview content includes: a note that the offer is for illustration purposes; the offer name and its medium and short names; a note that it is 'ONLY FOR MOVERS'; price, install price, hardware price, and deposit details; contract length of 999 years with an early termination fee of \$999.99; and a 'Main Marketing Info with 10 Bullets' section containing 10 bullet points.

Technical Support

This text block can be used to describe your technical support availability for the service.

The screenshot shows the Companion web interface. At the top, there is a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below this, the breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Offer'. The main content area displays the offer ID '8759', name 'Video Offer 2', and price '\$19.95/month'. There are buttons for 'UPDATE', 'DELETE', and 'CANCEL'. A 'Published:' section has radio buttons for 'Yes' and 'No'. A sidebar on the left contains a list of menu items: 'For Offer Quality', 'Name/Info (required)', 'Price (required)', 'Install Price (required)', 'Hardware Price (required)', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Video Features (required)', and 'Preview Offer'. The 'Tech Support' section is active, showing a text input field for 'Tech Support (up to 1000 characters)'. At the bottom, there is a 'Go Broadband' logo and links for 'Contact Support' and 'Companion User Guide'. Copyright information for Cable Television Laboratories, Inc. is also present.

This will preview similar to the following:

The screenshot shows a preview of the offer details. On the left, there is a sidebar with the same menu items as the previous screenshot, with 'Preview Offer' selected. The main content area is divided into several sections: 'Marketing Info - Main' with a bullet point 'Bullet 101'; 'INCLUDED ITEMS' with a '50-character Companion test string 0123456789 0123 (Premium)' and a sub-item 'New Sub-Item'; 'QUALIFIED HARDWARE' with 'CableModem Make: Big Bob's CableModem, Model: BBCM-901345-TY675'; 'CUSTOMIZE' with 'Modem Buy or Lease (DataEquipment)' and options to 'Buy Modem (\$99.95 Once)' or 'Lease Modem (\$5.00 Monthly)'; 'DATA FEATURES' with 'Upload Speed: 99 Mbps', 'Download Speed: 88 Mbps', 'Email Accounts: 3', 'Webpace: 10 GB', 'Dial-up Access: No', 'Static IP Addresses: 0', and 'Dynamic IP Addresses: 3'; and 'TECHNICAL SUPPORT' with 'Tech Support is available.'.

Disclaimer

Use the Disclaimer area to enter any legal disclaimer pertaining to a service that you may make.

The following offer will be returned to the calling client when a Go2Broadband query receives a ZIP+4 that is associated with the current market you are viewing. Only published services will be returned. Data within sections will automatically update when you move to another section; however, no changes will be committed to the database until the 'Update' button is clicked.

User: **Karen Thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion System 1 (000006)** [change](#) [edit](#)

ID: 8759 ~ Video Offer 2 ~ \$19.95/month ~ Video Offer

Published: Yes No

For Offer Quality

Enter any legal disclaimers, terms, and/or conditions below.

Disclaimer (up to 5000 characters):

Terms and Conditions (up to 5000 characters):

Once entered, the Disclaimer would appear in Preview under the Technical Support details:

Marketing Info - Main

- Bullet 101

INCLUDED ITEMS

50-character Companion test string 0123456789 0123 (Premium)

- New Sub-Item
- 50-character Companion test string 0123456789 0123

QUALIFIED HARDWARE

CableModem Make: Big Bob's CableModem, Model: BBCM-901345-TY675

CUSTOMIZE

Modem Buy or Lease (DataEquipment)

Please select up to 1 item:

Buy Modem (\$99.95 Once)
Buy your own cablemodem from us

Lease Modem (\$5.00 Monthly)
Lease your own cablemodem from us

DATA FEATURES

Upload Speed: 99 Mbps
Download Speed: 88 Mbps
Email Accounts: 3
Webspace: 10 GB
Dial-up Access: No
Static IP Addresses: 0
Dynamic IP Addresses: 3
Requirements:
Data Features Requirements

TECHNICAL SUPPORT

Tech Support is available.

DISCLAIMER

This is the Disclaimer.

Bundle Features

Bundle options include:

- Data
- Video
- Voice
- Wireless voice

▶ To set up a bundle offer:

1. On the **Manage System** page, select **Create new service**.

The **New Service** screen displays.

The screenshot shows the 'New Service' page in the Companion interface. The page title is 'Companion' and the breadcrumb trail is 'Welcome > Select System > Manage System > New Service'. The user is identified as Karen Thompson, with MSO: LotsACable and System: System0 (000000). The form contains the following fields and options:

- Name (1-50 characters) (required):** A text input field.
- Price (no \$ or other symbols) (required):** A text input field with an example '(e.g. 123.45)'.
- Price Frequency (choose one) (required):** Radio buttons for 'Once' and 'Monthly'.
- Type (choose one) (required):** Radio buttons for 'Data', 'Video', 'Voice', 'Wireless Voice', and 'Bundle'.

At the bottom of the form are 'CANCEL' and 'CONTINUE' buttons. The footer includes 'Go Broadband' logo, 'Contact Support', 'Companion User Guide', and '© 2007 Cable Television Laboratories, Inc. All Rights Reserved.'

2. In the **Name** box, enter the name of the service.
3. In the **Price** box, enter the price of the service.
4. Select the **Price Frequency - Once** or **Monthly**.
5. For the **Type** of service, click **Bundle**.

6. Click **Continue**.

The **Edit Service** screen displays.

7. Click **Bundle Features**.

The **Bundle Features** screen displays.

Note: Check **Include in Bundle**.

▶ **To Enter Data Features:**

1. On the **Bundle Features** screen, click on the **Data Features** tab.

Enter all of the following required fields:

- **Upload Speed** - click Kbps or Mbps,
This is the speed at which a consumer can upload information.
- **Download Speed** - click Kbps or Mbps,
This is the speed at which a consumer can download information.
- **Email Accounts**,
This is the number of email accounts provided with this service.
- **Webspace** - click MB or GB,
This is the amount of storage space provided with this service.
- **Dial-up Access** - click Yes or No,
- **Static IP Addresses**,
This is the number of static IP addresses provided with this service.
- **Dynamic IP Addresses**,
This is the number of dynamic IP addresses provided with this service.
- **Requirements**.
These are the requirements for the service.

2. Click on **Install Price** and enter the information.
3. Click on **Hardware Price** and enter the information.
4. Click **UPDATE**.

▶ **To Enter Video Features:**

1. Click on the **Video Features** tab.

The screen to enter Video information displays.

The screenshot shows the 'Edit Service' page in the Companion web application. The page title is 'Companion' and the breadcrumb trail is 'Welcome > Select System > Manage System > Offers > Edit Service'. The user is identified as Karen Thompson, MSO: LotsACable, and the system is System 3 (100003). The service being edited is 'ID: (unassigned) ~ Bundle offer ~ \$99.00/month ~ Bundle Service'. The 'UPDATE' button is highlighted in green. The 'Video Features' tab is selected, and the page displays the following fields and options:

- For Offer Quality
- Include in Bundle
- Category (required): Basic
- Number of Channels (1-11 characters) (required): [text input]
- Number of Premium Channels (1-11 characters) (required): [text input]
- Enter up to 500 channels (1-50 characters each, 1 channel per line): [text area]
- Enter up to 500 premium channels (1-50 characters, 1 channel per line): [text area]
- Requirements (1-1000 characters): [text area]

Navigation links on the left include: Name/Info (required), Price (required), Install Price (required), Hardware Price (required), Deposit Price, Promotions, Qualified Hardware, Customizations, Included Items, Marketing Info, Contract, Tech Support, Disclaimer/Terms, Bundle Features (required), and Preview Service.

2. Enter the **Category**.
This is the type of video feature such as, HD, Upgrade, Digital, or DVR Digital.
3. Enter the **Number of Channels**.
4. Enter the list of basic channels.
5. Enter the Number of **Premium** Channels.
6. Enter the list of premium channels.
7. Enter the **Requirements**.
8. Click **UPDATE**.

▶ To Enter Voice Features:

1. Click on the **Voice Features** tab.

The screen to enter Voice Features displays.

The screenshot shows the 'Companion' software interface. At the top, there is a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below this, a breadcrumb trail reads 'Welcome > Select System > Manage System > Offers > Edit Service'. The main content area displays a service ID: '(unassigned) Bundle offer \$99.00/month Bundle Service'. There are 'UPDATE' and 'CANCEL' buttons. A left sidebar contains a list of menu items: 'For Offer Quality', 'Name/Info (required)', 'Price (required)', 'Install Price (required)', 'Hardware Price (required)', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Bundle Features (required)', and 'Preview Service'. The 'Voice Features' tab is selected. The main area contains the following fields and options:
- 'Include in Bundle' checkbox (unchecked)
- 'Long Distance Minutes (0 - 9999 or Unlimited) (required):' text box with an 'Unlimited' checkbox
- 'Long Distance Charges (e.g. 123.45) (required):' text box
- 'Voice Mail Price/Frequency (e.g. 123.45) (required):' text box with 'Once', 'Monthly', and 'Display' radio buttons
- 'Voice Mail Price Description (1-200 characters):' text box
- 'International Price/Frequency (e.g. 123.45) (required):' text box with 'Once', 'Monthly', and 'Display' radio buttons
- 'International Price Description (1-200 characters):' text box
- 'Additional Line Price/Frequency (e.g. 123.45) (required):' text box with 'Once', 'Monthly', and 'Display' radio buttons
- 'Additional Line Price Description (1-200 characters):' text box
- 'Includes Caller ID: Yes No Include Value' (radio buttons)
- 'Includes Call Waiting: Yes No Include Value' (radio buttons)
- 'Includes Caller ID With Call Waiting: Yes No Include Value' (radio buttons)
- 'Includes Call Return: Yes No Include Value' (radio buttons)
- 'Includes 3-Way Calling: Yes No Include Value' (radio buttons)
- 'Requirements (1-1000 characters):' text box
At the bottom, there is a 'Go2 Broadband' logo, 'Contact Support' and 'Companion User Guide' links, and a copyright notice: '© 2007 Cable Television Laboratories, Inc. All Rights Reserved.'

2. Enter the number of **Long Distance Minutes** or click **Unlimited**.
3. Enter the **Long Distance Charges**.
4. Enter the **Voice Mail** price, if applicable, and click **Once** or **Monthly**.
5. Enter a **Voice Mail Price Description**.
6. Enter the **International Long Distance Price** if applicable and click **Once** or **Monthly**.
7. Enter the **International Price Description**.
8. Enter the **Additional Line Price** and click **Once** or **Monthly**.
9. Enter the **Additional Line Price Description**.

10. Click **Yes** or **No** for the following:

- Includes **Caller ID**,
- Includes **Call Waiting**,
- Includes **Caller ID with Call Waiting**,
- Includes **Call Return**,
- Includes **3-Way Calling**.

11. Enter **Requirements**.

12. Click **UPDATE**.

▶ **To Enter Wireless Voice Features:**

1. Click on the **Wireless Voice Features** tab.

The screen to enter **Wireless Voice Features** displays.

The screenshot shows the 'Companion' web application interface. At the top, there is a navigation bar with 'Admin | Home | Help | Sign Out' and 'Version: 4.1'. Below this is a breadcrumb trail: 'Welcome > Select System > Manage System > Offers > Edit Service'. The main content area has a header with 'ID: (unassigned) ~ Bundle offer ~ \$99.00/month ~ Bundle Service' and buttons for 'UPDATE' and 'CANCEL'. There are four tabs: 'Data Features', 'Video Features', 'Voice Features', and 'Wireless Voice Features' (which is highlighted in yellow). On the left side, there is a vertical menu with links like 'Name/Info (required)', 'Price (required)', 'Install Price (required)', 'Hardware Price (required)', 'Deposit Price', 'Promotions', 'Qualified Hardware', 'Customizations', 'Included Items', 'Marketing Info', 'Contract', 'Tech Support', 'Disclaimer/Terms', 'Bundle Features (required)', and 'Preview Service'. The main content area under the 'Wireless Voice Features' tab contains the following fields and options:

- For Offer Quality
- Include in Bundle
- Anytime Minutes (0-9999 or Unlimited) (required): [input field] Unlimited
- Off Peak Minutes (0-9999 or Unlimited) (required): [input field] Unlimited
- Weekend Minutes (0-9999 or Unlimited) (required): [input field] Unlimited
- Mobile Minutes (0-9999 or Unlimited) (required): [input field] Unlimited
- Long Distance Minutes (0-9999 or Unlimited) (required): [input field] Unlimited
- Peak Period (1-100 characters) (required): [input field]
- Additional Minutes (e.g. 123.45) (required): [input field]
- Roaming Charge (e.g. 123.45) (required): [input field]
- Voice Mail Price/Frequency (e.g. 123.45) (required): [input field] Once Monthly Display
- Voice Mail Price Description (1-200 characters): [input field]
- Includes Caller ID: Yes No Include Value
- Includes Call Waiting: Yes No Include Value
- Includes Caller ID With Call Waiting: Yes No Include Value
- Includes Call Return: Yes No Include Value
- Includes 3-Way Calling: Yes No Include Value
- Internet Access (1-100 characters) (required): [input field] Included
- Text Messaging (1-100 characters) (required): [input field] Included
- Directory Assistance (1-100 characters) (required): [input field] Included
- Requirements (1-1000 characters): [text area]

2. Enter all of the following required fields and Click on **Unlimited**, if applicable:

- **Any time** Minutes,
- **Off Peak** Minutes,
- **Weekend** Minutes,
- **Mobile** Minutes,
- **Long Distance** Minutes.

3. Click **Yes** or **No** and **Include Value**, if applicable, for the following:
 - Includes **Caller ID**,
 - Includes **Call Waiting**,
 - Includes **Caller ID with Call Waiting**,
 - Includes **Call Return**,
 - Includes **3 Way Calling**.
4. Enter the following required fields and click **Included**, if applicable:
 - **Internet Access** information,
 - **Text Messaging** information,
 - **Directory Assistance** information.
5. Enter **Requirements**.
6. Click **UPDATE**.

Managing Discounts

Discounts are applied to markets, regions, or divisions. Divisions are called systems in Companion and are limited to a total of 10 that can be selected with offer combinations, depending on the offer type. For example, if you select data and video services, only the discounts that apply to that combination of offer types is available.

Companion Admin | Home | Help | Sign Out
 Version: 4.1

Welcome > Select System > Manage System > Manage Discounts

Discounts are specific to systems and are limited to 10 total that may be returned with potential offer combinations, depending on offer type. That is, if a user chooses to receive data and video offers, only discounts that could be obtained by selecting both offer types will be returned.

User: **Karen Thompson**
 MSO: **Mythical Cable** [change](#)
 System: **Companion System 1 (000006)** [change](#)
[edit](#)

Following are discounts associated with this particular system. A maximum of 10 are permitted.

[Create new discount...](#)

Offer Type	Offer	Requires	Amount	Frequency	
Data		Data, Video	9.95	Monthly	view/edit
Video		Video, WirelessVoice	12.88	Monthly	view/edit
Voice		Data, Video, Voice, WirelessVoice	50.00	Once	view/edit
WirelessVoice		Data, WirelessVoice	19.99	Monthly	view/edit

Following are discounts that have been created for other systems within your organization. You may copy any from this list to the above list and then edit as desired. Changes made after copying will NOT affect the originating discount as each discount is specific to a particular system.

Offer Type	Requires	Amount	Frequency	System

[Contact Support](#) [Companion User Guide](#)

© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

▶ **To create a new discount:**

1. On the **Manage System** screen, click **Manage discounts**.

The **Edit Discounts** page displays.

The screenshot shows the 'Edit Discount' page in the Companion web application. The page header includes the 'Companion' logo and navigation links for Admin, Home, Help, and Sign Out. The user is identified as Karen Thompson, with MSO: LotsACable and System: System 0 (000000). The form contains the following sections:

- A discount in the amount of...**: A text input field for the discount amount, with a note that it should be formatted as ####.## with no preceding dollar sign.
- And occurring...**: Radio buttons for 'Once' and 'Monthly' frequency.
- Will be applied to...**: Radio buttons for 'Data', 'Video', 'Voice', and 'Wireless Voice' service types.
- or this specific...**: A dropdown menu for selecting a specific service.
- If the following are purchased...**: Checkboxes for 'Data', 'Video', 'Voice', and 'Wireless Voice' with a note to select between 2 and 4.
- Additional comments...**: A text area for a description.

At the bottom of the form are 'CANCEL' and 'CREATE' buttons. The footer includes a 'Go 2 Broadband' logo, links for 'Contact Support' and 'Companion User Guide', and a copyright notice for Cable Television Laboratories, Inc. (© 2007).

2. In the **Amount** box, enter the amount of the discount. (Do not enter a dollar sign.)
3. Click **Once** or **Monthly** to indicate the **Frequency**.
4. Click **Date**, **Video**, **Voice**, or **Wireless Voice** to indicate the **Offer Type**.
5. You can also select a specific offer type from the **Offer** box. If you select this option, you must also click on one or more of the **Requires** radio buttons.
6. In the **Description** box, enter any additional comments.
7. Click **Create**.

The **Manage Discounts** screen displays.

The screenshot shows the Companion web application interface. At the top, there is a navigation bar with links for Admin, Home, Help, and Sign Out, along with the version number 4.1. The main content area is titled "Manage Discounts" and includes a breadcrumb trail: Welcome > Select System > Manage System > Manage Discounts. A user profile section identifies the user as Karen Thompson, MSO: LotsACable, and the system as System 1 (000001). A table with columns Offer Type, Offer, Requires, Amount, and Frequency is present, but it is empty. Below the table, there is a section for other systems with columns Offer Type, Requires, Amount, Frequency, and System, also empty. The footer contains the Go2 Broadband logo, contact support information, and a copyright notice for Cable Television Laboratories, Inc. 2007.

Importing/Exporting Services

You can import Service data from an XML file into Companion or export existing Companion Service data for use in another application.

Importing Service Data

Importing Service data COMPLETELY REPLACES all existing Service data for the system you're viewing.

If you already have Service data collected as an XML file in the proper format, you can import it directly into Companion. You must first create a properly formed XML. CableLabs recommends that you first export your existing Companion Service data to your hard drive and use that exported XML file as a model for formatting the data you want to import.

► To import an ASCII text file:

1. On the **Manage System** screen, click **Import/Export services**.

The **Import/Export Services** screen displays.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System > Manage System > **Import/Export Offer**

Importing will add offers to Companion User System. By default, the imported offers will not be published. To import, specify a properly formed XML (.xml) file on your computer or network and click Import. To export a copy of all existing offers in the Companion User System system, click Export.

User: **karen thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion User System (000006)** [change](#) [edit](#)

Import Offer

Search for XML (*.xml) file on your local system:

[Browse...](#)

Due to the complexity of the format, it is recommended that you first export before importing. The resulting XML will be in the exact format that is required for importing.

[IMPORT](#)

Export Offer

Click 'Export' to export your current offers in XML (*.xml) format.

```
- <Companion>
- <DataOffer>
  <ShortName>Lotsa Data Package</ShortName>
  <MediumName>Lotsa Data Package</MediumName>
  <LongName>Lotsa Data Package</LongName>
  <Price Frequency="Monthly">11.11</Price>
  <UploadSpeed Unit="Kbps">1000</UploadSpeed>
  <DownloadSpeed Unit="Kbps">1000</DownloadSpeed>
  <EmailAccounts>10</EmailAccounts>
  <WebSpace Unit="GB">50</WebSpace>
  ...
```

[EXPORT](#)

[Contact Support](#) [Companion User Guide](#)
© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

2. Click **Browse** and locate the text file you created.
3. Click **IMPORT**.
4. Click **RETURN TO HOME**.

Exporting Offers

Companion exports offers as an XML file.

▶ To Export Offers:

1. On the **Import/Export Services** screen, click **EXPORT**.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System > Manage System

Hi karen, and welcome to Companion by Go2Broadband. This page serves as your starting point... a dashboard from which to select which functional areas you would like to review and/or edit. View/verify your footprint, create/maintain offers, and receive/respond to order requests generated by Go2Broadband.

User: **karen thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion User System (000006)** [change](#) [edit](#)

■ - Published ■ - Not Published

View/Verify...

ZIP	City	State	ID	view
83321	Castleford	ID	view	
83322	Corral	ID	view	
83324	Dietrich	ID	view	

[More...](#)

- ▶ [View footprint settings...](#)
- ▶ [Import/export footprint...](#)

Create/Maintain...

Name	view/edit
Bundle Offer 4 - Data, Video, Voice, WirelessVoice	view/edit
Basic Video Service	view/edit
Video Offer 1 (incl M Bullets & HTML tags)	view/edit
Wireless Voice Offer 1	view/edit
Bundle Offer 3 - Data, Video, Voice	view/edit
Bundle Offer 2 - Data and Wireless	view/edit
Voice Offer 1	view/edit
Bundle Offer - Video and Voice	view/edit
Data Offer 1	view/edit
Data Offer 2	view/edit

[More...](#)

- ▶ [Create new offer...](#)
- ▶ [Import/export offer...](#)
- ▶ [Manage discounts...](#)

Receive/Respond...

Date	Customer	view
04/18/2007	Customer, Maude	view
04/18/2007	Naranja, Nancy	view
04/16/2007	Jones, Joe J.	view
04/13/2007	Customer, John Q.	view
04/13/2007	Customer, Joe B.	view
04/11/2007	Douglas, Doug	view
04/09/2007	Ferguson, Fred	view
04/05/2007	Cooke, Charlie	view
03/23/2007	Bizinski, Bill	view
03/23/2007	Anderson, Andy	view

[More...](#)

- ▶ [Export orders...](#)

[Contact Support](#) [Companion User Guide](#)

© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

Companion generates a text file.

Note: It may take a few moments to generate the requested offer data. Do not click EXPORT more than once.

2. Click **RETURN**.

Viewing Order Data

If an email address was included during system configuration, your order data will be emailed to you as it is received. If you did not include an email address, you must view order information in the Companion application.

Exporting Order Data

► To export Orders:

1. On the **Manage Systems** screen, click **Export orders**.

The **Export Orders** screen displays.

2. Enter a **Start Date** and an **End Date**.
3. Click **Export**.

Companion creates an ASCII file.

System	orderID	orderDate	TrackingID	Resend	AffiliateID	Affiliateversion	originatingAffiliateID	origin		
000006	5708	5/1/2007 10:58:00 AM	1020066445	0	900100	4.1	900000	4.1	1236000006	Minimum Mandy
000006	5708	5/1/2007 10:58:00 AM	1020066445	0	900100	4.1	900000	4.1	1236000006	Minimum Mandy
000006	5709	5/2/2007 2:40:00 PM	1020066465	0	900100	4.1	900000	4.1	1236000006	Jones Chuck
000006	5709	5/2/2007 2:40:00 PM	1020066465	0	900100	4.1	900000	4.1	1236000006	Jones Chuck
000006	5710	5/3/2007 8:35:00 AM	1020066467	0	900100	4.1	900000	4.1	1236000006	Hawke Henry
000006	5710	5/3/2007 8:35:00 AM	1020066467	0	900100	4.1	900000	4.1	1236000006	Hawke Henry
000006	5711	5/3/2007 8:49:00 AM	1020066468	0	900100	4.1	900000	4.1	1236000006	Jones James
000006	5711	5/3/2007 8:49:00 AM	1020066468	0	900100	4.1	900000	4.1	1236000006	Jones James
000006	5712	5/3/2007 9:02:00 AM	1020066470	0	900100	4.1	900000	4.1	1236000006	Lazardo Larry
000006	5712	5/3/2007 9:02:00 AM	1020066470	0	900100	4.1	900000	4.1	1236000006	Lazardo Larry
000006	5714	5/3/2007 9:25:00 AM	1020066472	0	900100	4.1	900000	4.1	1236000006	wireless
000006	5714	5/3/2007 9:25:00 AM	1020066472	0	900100	4.1	900000	4.1	1236000006	wireless
000006	5728	5/3/2007 11:32:00 AM	1020066486	0	900100	4.1	900000	4.1	1236000006	Minimum Jimmy
000006	5729	5/3/2007 12:08:00 PM	1020066487	0	900100	4.1	900000	4.1	1236000006	Minimum Karl
000006	5741	5/7/2007 3:11:00 PM	1020066546	0	900100	4.1	900000	4.1	1236000006	Minimum Doug
000006	5742	5/8/2007 7:50:00 AM	1020066547	2	900100	4.1	900000	4.1	1236000006	Customer
000006	5743	5/8/2007 8:48:00 AM	1020066554	2	900100	4.1	900000	4.1	1236000006	Robertson
000006	5744	5/8/2007 10:58:00 AM	1020066555	2	900100	4.1	900000	4.1	1236000006	Stone Sam

4. Click **RETURN**.

Viewing Footprint Settings

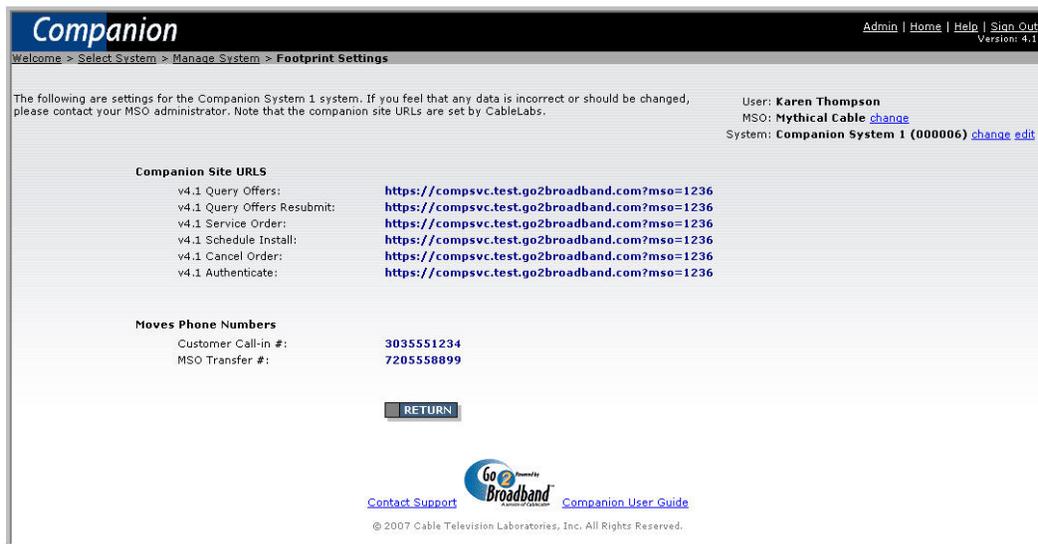
Use the footprint settings screen to view:

- Companion site URLs,
The Production site web address
- Customer call-in #,
The telephone number consumers use to contact you
- MSO transfer #.
The telephone number of the Cable Movers or OnlyCableCan center

Note: Consumers call the MSO transfer number to transfer existing cable service to a new address.

▶ To view footprint settings:

1. On the **Manage Systems** screen, click **View footprint settings**.
The **Footprint Settings** screen displays.



2. Click **RETURN** to continue configuring service data.

Changing the System

You may have multiple systems setup. The system you are currently viewing displays at the top of each Companion screen.

▶ To change to another system:

1. From any screen in Companion, click **change** (located next to System) in the upper right corner.
The **Select System** screen displays.

Companion Admin | Home | Help | Sign Out
Version: 4.1

Welcome > Select System

You have been granted access to manage data for the following MSO systems. MSO admin users may create new systems. System users must request additional access from their respective MSO administrators. To work with a particular system, simply click the select link to the right of that system.

User: **Karen Thompson**
MSO: **Mythical Cable** [change](#)
System: **Companion System 1 (000006)** [change](#) [edit](#)

▶ [Create New System...](#)

Select system to work with...

MSO Number	MSO Name	Privilege	System Number	System Name	Status
1016	Cable One	Admin, System	000100	Ada	active select admin
1099	LotsACable	Admin, System	000000	System 0	active select admin
1099	LotsACable	Admin, System	000001	System 1	active select admin
1099	LotsACable	Admin, System	100003	System 3	active select admin
1236	Mythical Cable	Admin, System	000006	Companion System 1	active select admin
1236	Mythical Cable	Admin, System	123450	Companion System 2	active select admin
1018	Suddenlink	Admin, System	000001	(Un-named)	active select admin

1

[Contact Support](#)  [Companion User Guide](#)

© 2007 Cable Television Laboratories, Inc. All Rights Reserved.

2. Click **select** next to the system you want to view.

Glossary

AFEP	Affiliate Front End Program. This is a consumer-facing user interface (i.e., the website) hosted by CableLabs and used by various G2B Affiliates.
Affiliate	An entity, other than the cable operator, that sells cable service via G2B.
CableLabs®	Cable Television Laboratories, Inc.
Companion	A CableLabs-hosted web application that MSOs can use to configure and store their respective cable footprints and Services. Additionally, Companion receives, processes, and responds to requests for Service.
CSR	Customer Service Representative
DVR	Digital Video Recorder
Footprint	The ZIP+4 area(s) an MSO serves.
G2B	Go2Broadband system. A real-time messaging system used by retailers, computer manufacturers, modem manufacturers, content providers, and Internet service providers to identify (on behalf of their customers) which cable services are available for a particular customer's address.
G2BID	A 10-digit MSO identifier. The G2BID consists of a 4-digit CableLabs-assigned identifier, plus a 6-digit MSO-assigned number identifying the MSO's region/area/etc.
GUI	Graphical User Interface. An interface for issuing commands to a computer utilizing a pointing device, such as a mouse, and/or a keyboard to manipulate and activate graphical images and text on a monitor.
HSD	High-Speed Data
HTTP	HyperText Transfer Protocol. A set of formal rules describing how to transmit the data used to request and send files (especially web pages and webpage components) and hypertext requests and information between servers and browsers over the Internet or other computer network.
HTTPS	A variant of HTTP used for handling secure transactions via SSL encryption.
IP	Internet Protocol. A connectionless, best-effort packet switching protocol that provides packet routing, fragmentation, and re-assembly through the data link layer.
ISDN	Integrated Services Digital Network. A set of communications standards allowing a single wire or optical fiber to carry voice, digital, and video data. A special piece of equipment, called an MTA, connects ISDN channels to existing equipment.
Kbps	Kilobits per second. The rate at which circuits or other devices operate when handling digital information.
MAC	Media Access Control. A hardware identifier assigned by the equipment manufacturer.
MSO	Multiple Systems Operator. A company that operates multiple cable systems.

MTA	Modem Terminal Adapter. A piece of equipment used to adapt data transmitted through ISDN channels to existing equipment standards; allowing the conversion of data, video, and audio signals received. An MTA can be a stand-alone unit or an interface card that plugs into a computer or other communications device.
POD	Point of Delivery. The removable security card used for broadband-enabled devices. In G2B, the term "CableCard" is used instead of POD in the GUI for Message 3.
QA	Quality Assurance.
Service	Anything an MSO sells. Your MSO may use the term offer, plan, etc., instead of Service.
SSL	Secure Sockets Layer. A protocol designed by Netscape Communications Corporation to provide encrypted communications on the Internet.
SVoD	Subscription Video on Demand. An implementation of VoD in which subscribers can watch any offered program as often as they wish during the subscription period without incurring any additional costs.
System	The service areas (the ZIP+4's) that an MSO serves, organized under one or many Systems. Your MSO may use the term market, region, area, division, etc., instead of System.
URL	Uniform Resource Locator. An Internet address usually consisting of the access protocol (http), the domain name (www.domainname.com), and – optionally – the path to a file or resource residing on that server.
USPS	United States Postal Service
VoD	Video on Demand. A planned system that supplies, via DSL or cable, video compression programs to viewers when requested.
VoIP	Voice over Internet Protocol. Any technology providing voice telephony services over IP.
XML	eXtensible Mark-up Language. A meta-language that identifies "document" structures (words, pictures, e-commerce transactions, mathematical equations, etc. and their positions relative to each other in the document) to web browsers for display over the Internet.
ZIP	Zone Improvement Plan (USPS service code)

Index

Account Set-Up, Initial requirements	12	Go2Broadband System functionality overview	8
Adding		Importing/Exporting	
a footprint.....	19	a footprint	21
Admin-Level User		Service data	47
Creating footprints	19	MSO initial account set-up	12
Importing/Exporting footprints	21	MSO-assigned System number defined	21
Importing/Exporting Service data	47	Orders, Viewing order data	49
Viewing order data.....	49	Promotion	
CableLabs		Configuring promotions	33
About CableLabs	7	Service	
CableLabs-assigned MSO number defined .	21	Configuring price	24
Initial requirements from MSO.....	12	Configuring promotions	33
Companion		Importing/Exporting Service data.....	47
Getting started	12	Viewing order data	49
Requirements from MSO to CableLabs	12	System	
System functionality Illustrated	11	Creating footprints	19
System functionality overview	11	Importing/Exporting footprints	21
User requirements	12	Importing/Exporting Service data	47
Creating		Viewing order data	49
a footprint.....	19	System requirements	12
Exporting	See Importing/Exporting	System-Level User	
Footprint		Importing/Exporting Service data.....	47
adding/editing footprints	19	Viewing order data	49
Importing/Exporting footprints	21	Viewing order data	49
G2B ID defined	21		
Getting Started			
Initial requirements from MSO to CableLabs	12		