

# What's a Cable Pirate Worth?



# Value Proposition

**We convert problems**

**[service theft, account fraud, unreturned equipment]**

**into profit centers & sub growth**

with solutions that literally

pay for themselves!



# Proven Results

- Converted 15,000 cable pirates into paying subs generating **\$46.5 million** for participating cable ops.
- Average **74%** recovery rate for unreturned subscriber equipment.
- Average **\$4,000** per account fraud settlement.
- **90%** of our interviews with suspect employees result in immediate termination.



# Trusted Expertise

## Industry Leaders, Satisfied Clients

- Buckeye CableSystem
- Charter Communications
- Cox Communications
- Comcast
- Time Warner Cable



# Suite of Services

- System audits with patented theft prevention safeguard
- Video & IP service theft reduction & revenue recovery
- Account fraud reduction/prevention
- Customer equipment recovery
- Employee background assessments
- Internal theft investigations
- Theft prevention training/consulting



# Audits

*Faster & More Thorough*

- PALM® technology results in 35% higher efficiency and expedites transmission of data
- Ensure every port is properly tagged and proper filters are in place
- Identify unauthorized users
- Identify satellite users for marketing purposes
- Conduct trap removals to prep system for newest VOD technology
- Install patented tap security enclosures to prevent future theft





Secure Signals'  
**GUARDDOG DV**

- Monitors and manages all STBs 24-7-365
- Identifies non-responding STBs
- Detects PPV and digital cable pirates
- Provides secure, off site customer account backup and one-click disaster recovery
- Automated alerts
- User-friendly reporting





Secure Signals'  
**GUARDDOG IP**

- Cutting edge software technology
- 24-7-365 real-time network monitoring of all DOCSIS® based CPE in the network
- Retribution procurement provides revenue stream
- Maximizes bandwidth management
- Optimizes quality control of customer experience



# GuardDog IP

- Detects fraudulent use, moved or hijacked CPE
- Accurately monitors the quality of the IP service delivered to each CPE
- Analyzes bandwidth consumption by individual subscriber and network segments
- Expedites the resolution of service issues by pinpointing the root cause/point of failure



## Restitution Procurement = Revenue

Secure Signals pursues restitution from fraudulent users in the form of cash settlements and two-year service agreements.



# Piracy Conversion

- We convert pirates into paying customers
- 100% turnkey
- Zero cost to your system
- New revenue stream
- Yields subscriber growth



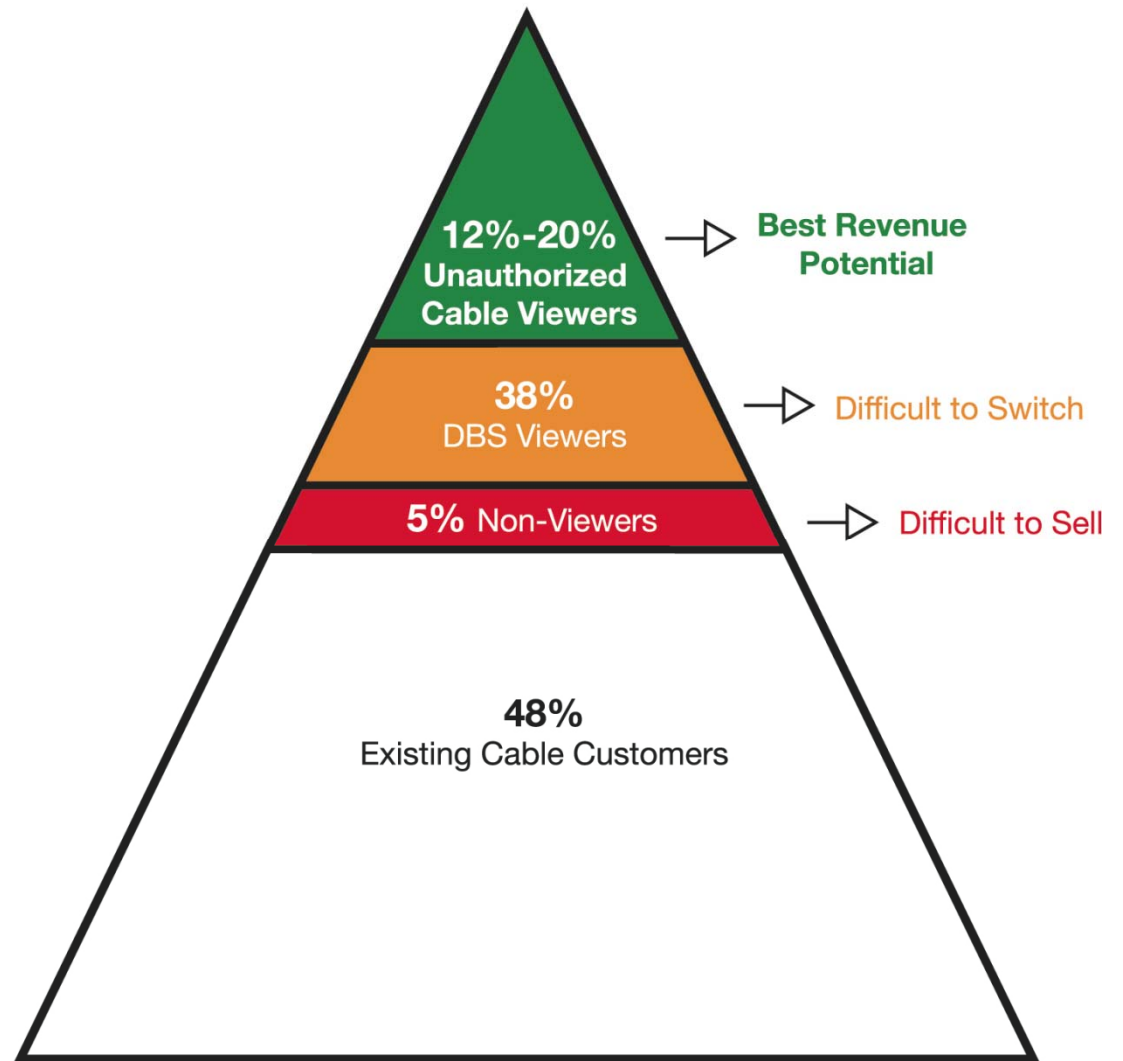
# Pirates Are Good as Gold!

1,500  
cable = 3.75% + \$3.1  
pirates sub + million  
growth revenue

**Based on 2007 results achieved for Buckeye CableSystem.**



# Pirates are Ideal Prospects



# Account Fraud

- **Prevention**

Alerts CSRs of high risk new accounts

- **Identification**

Detects fraud among existing customers

- **Restitution**

We average \$4,000 per case



# Equipment Recovery

Often-ignored drain on profits: SS found  
one division of an MSO had 10K  
unreturned STBs!

500,000 CPE units recovered

74% average recovery rate



# Background Assessments

- ID misdemeanors and felonies
- Credit check
- Review driving records
- Confirm identity
- Detect red flags in application
- Contact references



# Internal Theft

- Investigate internal suspects
- Train employees to detect and report internal and external theft
- Conduct theft prevention training
- Provide expert, on-site consulting



# Your Profit Partner

Many of our services are provided at  
**NO COST.**

We share the revenues we generate  
which motivates us to maximize your  
results!

**Stan McGinnis**

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