Cloud ID™

Strategic Value

Competitive Advantages over Adobe,
delivering flexible, customized solutions

| Fewer API Calls | Monitoring & Alerting | Single Sign On Expertise | Continuous Innovations |

Fewer API Calls

One AuthZ call

Synacor bundles all needed channels into one service package, allowing Content Provider to make one AuthZ call that returns all entitlements

Adobe requires multiple AuthZ calls for each channel

CP makes one AuthZ call to Cloud ID

Cloud ID returns all entitlements for that user in a single call

Video co → **Cloud ID**™

Video co — Channel 1
Video co — Channel 2
Video co — Channel 3

Monitoring & Alerting

Quickly detect and mitigate issues to minimize user impact and downtime

24/7 NOC team available for issue notification and tailored responses

Monitoring at the identity provider, programmer, and channel level

Customized alerting rules, including:
- Traffic drops, percent changes
- Error volume increases
- Request timeouts, response times
- Changes in authentication responses (allow/deny)

Alerts can be customized/updated based on client needs

Smart Speaker Linking

"Hey Google..."

"Hey Google / Alexa, play the Bills game on VideoCo"

Cloud ID checks entitlements behind the scenes

Video co

If user owns content, it plays on the Android TV / Fire Stick / mobile device
If not, an upsell could be shown

Account Linking & Tracking

Perfect for various use cases

Through an MVPD Cloud ID can set up an endpoint through ID Bridge that can be used to add an entitlement for an MVPD's customer

- **Example 1**: Add VideoCo+ to your MVPD bill (or VideoCo+ bill); MVPD could write an API to the Cloud ID spec to receive data from the Cloud ID end point (this user added VideoCo+ for $5)

- **Example 2**: Get VideoCo+ free for 6 months when signing up for MVPD TV; Click to add the needed service. Cloud ID can then provide Account Linking and Tracking to show the VideoCo if a user leaves MVPD TV or changes service

- MVPD participation required

Tie to a VideoCo profile that continues to link to the user regardless of the MVPD status

- MVPD Trial ends, but the profile persists with Video Co

- User moves and changes MVPDs, profile stays with VideoCo

Free Trial Authentication

Offer free trials & pull information from a user over time to build a robust profile
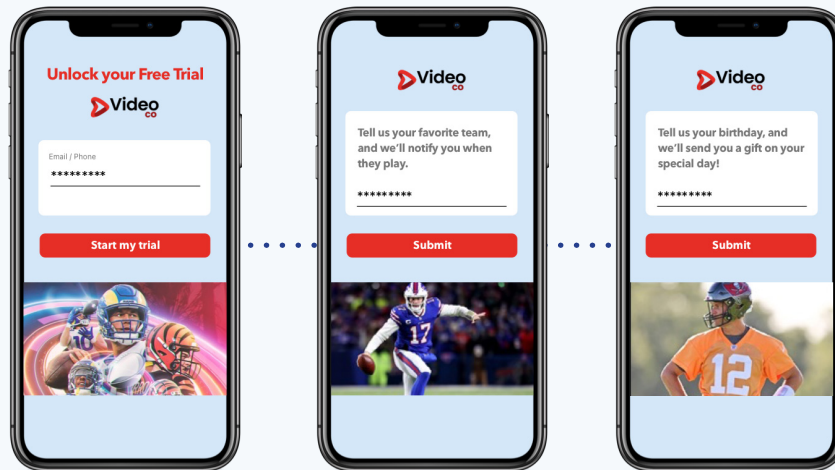
Initially the user only needs to provide email or phone #

After X days, prompt the user for more information - ex. favorite team

After X days, prompt the user for more information - ex. birthday

VideoCo has a profile on the user, even if they do not buy the service after the trial.

This allows for future marketing and offers.

Single Sign On

Case Study

SSO for SiriusXM

Easy Links – Linking code that exists over the top of device rendezvous to take in identifiers, do additional lookups and deliver and validate against those codes. Built for a seamless listening experience, has since grown and been used for many use cases

AppFlip – App to app single sign on; Frictionless login technology originally delivered to Google, was effortlessly pivoted to work with Amazon and Roku, improving the customer experience

- Improved initial Amazon login success from 63% to 90% and on to 95% with AppFlip

Provisioning Service - Enabling free tier and in-app purchases, with support for Roku and Android TV by joining new billing systems with SXM user base