

Technology Advisory

Expert strategy and engineering expertise from Concept to Consumer



Telecommunications



Media



Entertainment



Technology

Fairmile West Background

www.fairmilewest.com



Strategy & Advisory

Fairmile West is a strategy and technology consultancy focused on providing advisory and expertise services to TMET, founded in 2012 with Ian Nock as one of the founders. It was active as part of a larger group, before being spun out as an independent.



Video & Broadband

We specialise in video and broadband technologies at the overlap of technology and business - we are the glue definition and connection between what you wish to achieve and getting it done.



Expertise & Delivery

Working through in house and associate expertise, we are able to engage on client challenges and requirements whether this is through direct engagement or in undertaking research and evaluations across a broad range of areas.



bit.ly/fairmilewest

The Mission



Our Purpose

To provide the best strategy and technology advice and knowhow to meet customer needs from Concept to Consumer

Ian Nock

Founder & Managing Consultant



Highly skilled and experienced end to end video technologist for strategy, architecture, design, development, deployment, product and delivery, as well as industry expert source and commentator / presenter, with multilevel contacts across the industry

Background

- 28+ years in the industry, 22 years in Consulting
- Video, Broadband, Devices, Access Tech, Sustainability, AI
- Analyst, Public Speaker, Moderator & Expert Witness
- Deployed 29 Platforms in over 20 Countries (Cable, OTT, etc)
- Fellow of SCTE, Member of IET, IEEE and SMPTE
- Founder/Manager of TV Experts LinkedIn Group

Available Services

- Technology & Product Strategy
- End to End Technical Design Authority
- Video & Broadband Technology Architecture
- System Integration & Delivery Management
- Research, Analysis & M&A Assessments
- Company Advisor & Troubleshooter



upc



vodafone



Connect & Learn More: <https://www.fairmilewest.com/ian-nock/>



Concept to Consumer Expertise



End-to-End Capabilities & Service Delivery

1. Concept → 2. Definition → 3. Design → 4. Dev & Integration → 5. Deployment → 6. In Life

Market & Product

- Market benchmarking
- Product evaluation
- Product Quality Advisory
- Product Management
- Market Analysis
- New market entry support

Technical Strategy

- Technical & Vendor/Partner Strategy
- Pre-Sales & Partner Selection
- Technology Selection and Evaluation
- Deep Technical Analysis

Definition & POC

- Proof of Concept development
- RFI/RFP/RFQ Requirements
- Product Requirements definition
- Detailed Product Specifications

Delivery & Launch

- Project Management
- Technical Delivery
- Operational KPIs & Reviews
- Tools Integration
- Integration Services
- Partnered Testing Services

Core Domains: • Video • Broadband • Consumer Devices

Past Engagements



Streaming & OTT

- Cloud Encoding and Playout
- OTT Video App & Platform Development
- OTT App Testing & Launch
- Ultra HD Broadcast & Streaming
- TV Everywhere Architecture & Delivery

CPE & Devices

- Ultra HD STBs - HW & SW
- RDK Architecture & Integration
- Android TV Architecture & Integration
- Gateway & Client STB Systems
- Home Ecosystem & IoT Strategy

Strategy & DevOps

- Advanced Advertising Delivery
- Market & Product Assessments
- Video Codecs & Processing
- Product Innovation & Incubation
- DevOps & Process Implementation

Contact Us



Email Us

contact@fairmilewest.com



Our Website

[fairmilewest.com/
contact-us](https://fairmilewest.com/contact-us)



LinkedIn

[linkedin.com/company/
fairmilewest](https://linkedin.com/company/fairmilewest)