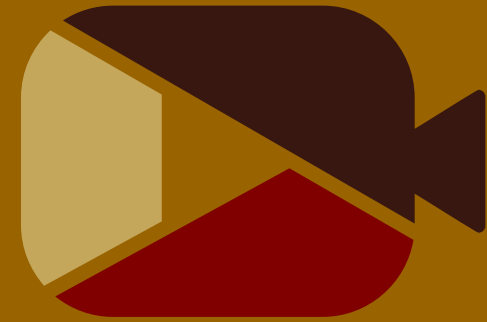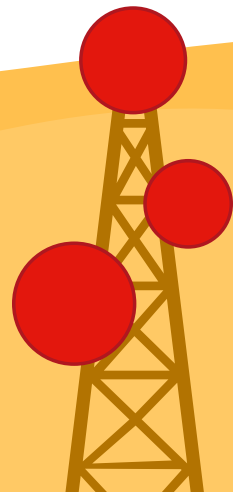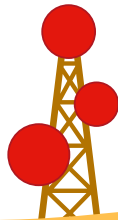**comviva**
A TECH MAHINDRA COMPANY

DIRECT CARRIER BILLING
DRIVES DIGITAL GROWTH FOR A LEADING **DTH PROVIDER** IN **MIDDLE EAST** AND NORTH AFRICA

ONE OF MIDDLE EAST'S LARGEST MEDIA CONGLOMERATES REQUIRED A ROBUST AND SCALABLE PLATFORM TO GROW AND MONETIZE ITS DIGITAL CONTENT BUSINESS

TO ACHIEVE THE TWIN GOALS OF GROWTH AN MONETIZATION, IT CHOSE TELECOM CHANNEL AS A GROWTH AND VALUE ENABLER

Without integrations into telco's ecosystem, the media company lacked the ability to leverage telco billing and reach to monetize as well as to grow the digital arm of its content business. **It required a solutions provider to manage and integrate carrier billing platform with telecom providers in the region.**
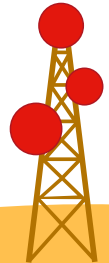
THE SOLUTION WOULD HAVE TO BE DEPLOYED IN A
MULTI PARTNER (TELECOM) ENVIRONMENT
The solution provider (Comviva) would have to bring in:

1 Industry-best suites and practices which would drive *agility*

2 higher margins and lower costs for *best value*

3 optimal *customer experiences*

4 *end to end management of services* in a multi partner environment.

The media company had a robust presence in the Middle East region:

50% market share in pay TV revenues

Subscriber base of **1Mn+**

270K digital platform users

Over the years, the company had a created **a strong portfolio of content in the pay TV and DTH segment**

content offering on **154** channels

exclusive content rights from all the major **Hollywood studios** **8**

With strong DTH business, the media conglomerate **aimed to drive organic growth through digital channels.**

It launched **a new media and entertainment app**, with the aim of servicing Middle East's digital savvy population.

With Middle East's:
→ **high smart-phone penetration**
→ **high rates of digital acceptance**
→ **network ubiquity**
telco's billing and network reach could be leveraged for capturing new growth opportunities.
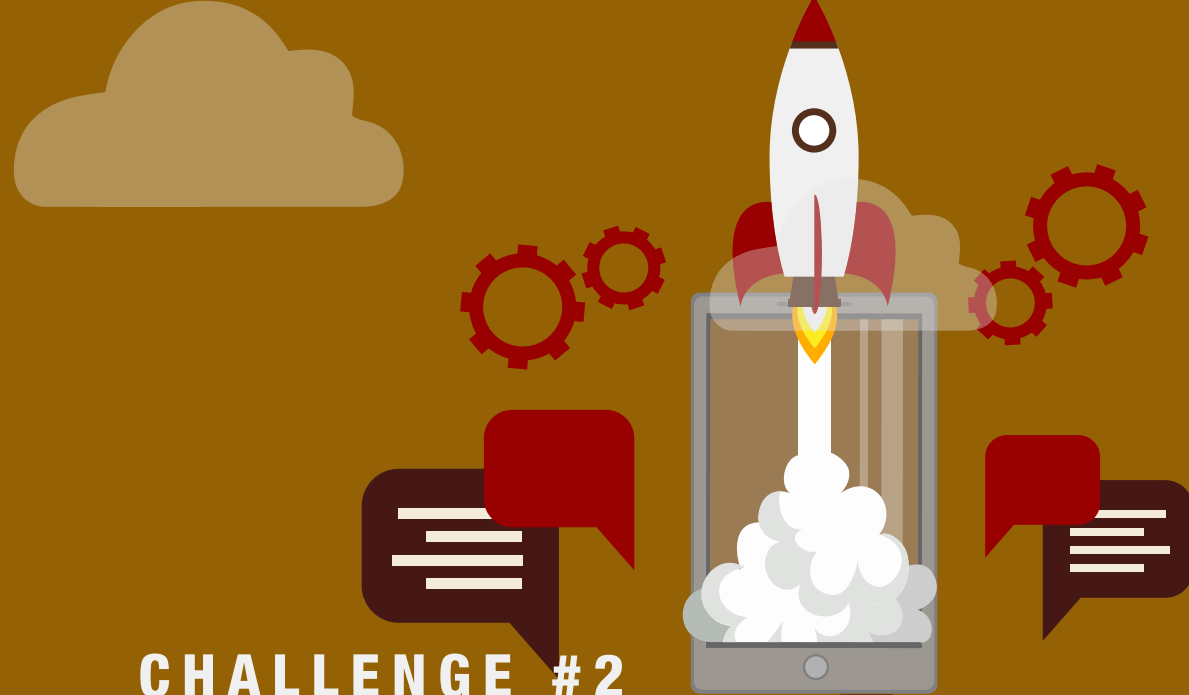
CHALLENGE #1

REACH

Since this was to be a new deployment, the media company wanted to on-board new users as quickly, and efficiently. **A telco's networks and reach were essential to make this happen.**

CHALLENGE #2

AGILITY

It wanted the agility to launch or configure new offers from its product catalogue, from setting up tariffs, to provisioning, and subscription management, in line with its business goals and objectives.

CHALLENGE #3

EFFICIENCY — In order to make a mark in the market, and win new customers, it required **end to end management of service workflows**, **exceptional handling executed** in a logical and structured manner guaranteed to maximise customer experience.
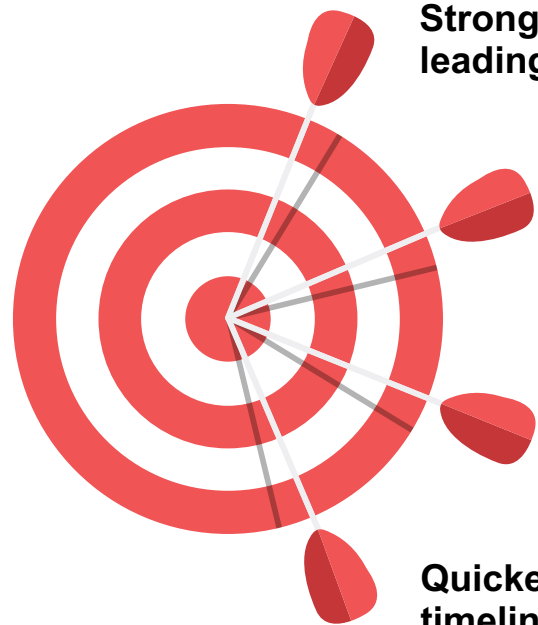
CHALLENGE #4

Opex/CAPEX — **The day to day operations would have to be managed by a team of outside experts,** with the aim of lowering OPEX. Similarly, it would have to explore virtualization for keeping CAPEX at an even keel.

SOLUTION

Comviva's mBAS Direct Carrier Billing & Subscription Management solution was chosen as the next generation digital platform for the newly launched media and entertainment app.

Strong references from various leading operators in the region.

An in-depth understanding of the subscription video-on-demand business and its challenges.

A strong value proposition and use cases to demonstrate our competency in carrier billing solutions.

Quicker go-to-market timelines.

COMVIVA'S mBAS DIRECT CARRIER BILLING AND SUBSCRIPTION MANAGEMENT

SINGLE INTERFACE

| RATING | CHARGING | PROVISIONING | BILLING | SUBSCRIBER MANAGEMENT |

FOCUS ON STANDARDIZING PROCESSES

The solution **converges** global carrier's network capabilities **(such as charging, messaging, voice and data)**

It **constructs** unified carrier network capability APIs opening them to digital service providers to provide one point access

Provides global coverage which helps in reducing the complexity of connecting network nodes on a case by case basis.

Thus, basis platform capabilities, the media company had to do only one integration as all connections with mobile operator are handled by Comviva.

RESULTS

#1
CREATE, DELIVER SERVICES ACROSS A MULTI PARTNER VALUE CHAIN

Comviva's direct carrier billing and subscription management solution allowed the media conglomerate to integrate its media and entertainment app with 8 leading operators in the region, with 32 additional operators in the pipeline. The integration allowed the media company to cater to the subscribers across its partner networks.

#2
# REDUCE INTEGRATION COST AND RISKS THROUGH STANDARDIZED INTERFACES

Comviva's platform eases integration into telecom ecosystem with single node for rating, charging, provisioning, billing, giving the media company the freedom to launch new services quickly in the market through its media and entertainment app.

#3

REDUCE TRANSFORMATION RISK BY PROVIDING A PROVEN BLUEPRINT FOR AGILE AND EFFICIENT BUSINESS OPERATIONS

With both parties agreeing to a predefined template containing responsibility matrix, risks, and revenue shares, the media company contained any risks ensuing from the digital transformation.
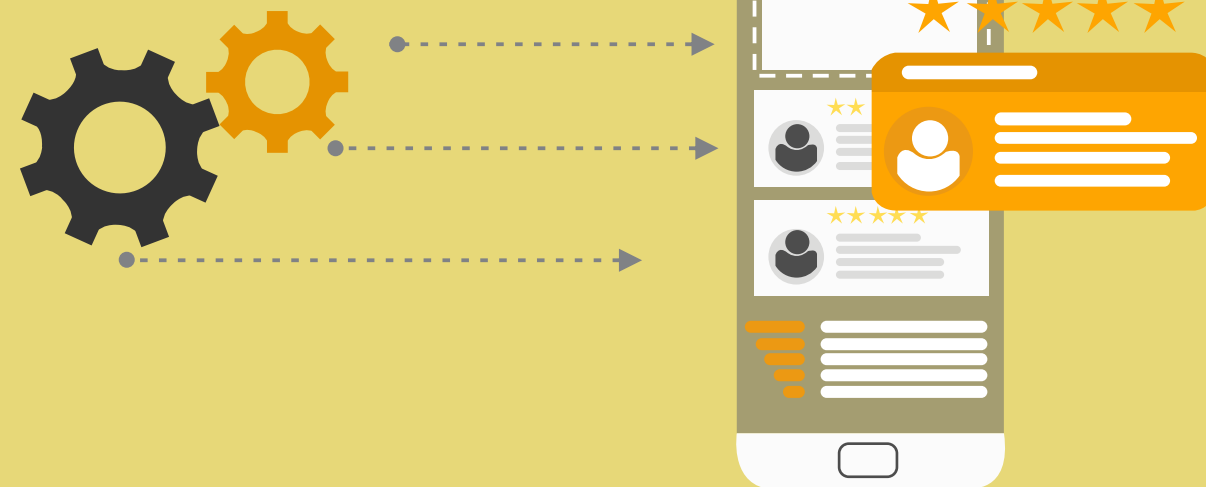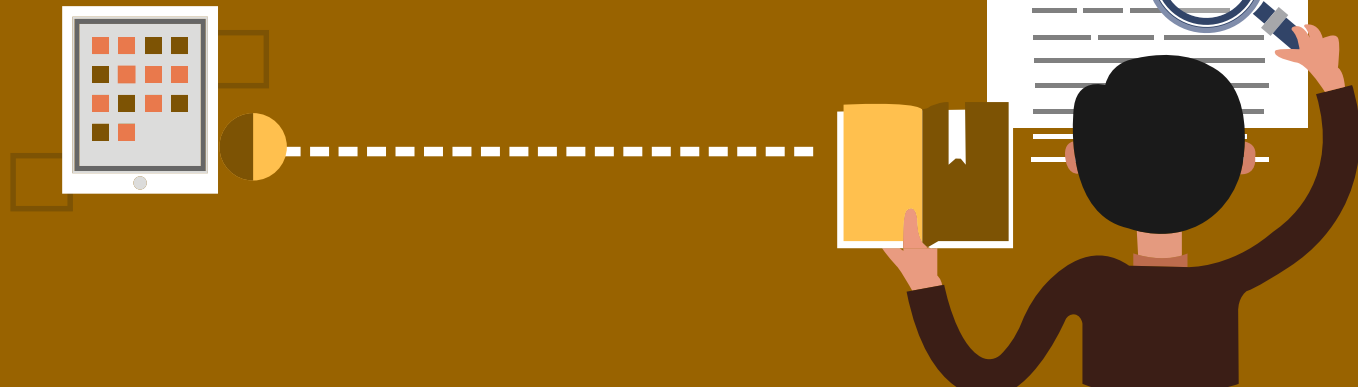
#4

CREATING WINNING CUSTOMER EXPERIENCES BY GUARANTEEING QUALITY OF SERVICE AND FLEXIBILITY OF OFFER CREATIONS

Comviva's platform provided a dedicated QoS avoiding buffering issues and poor customer experience. Similarly, it provides flexibility to create customize offers from the product catalogue, basis customer's profile, festivals and interfaces.

#5
ENSURING REVENUES

Since the use of credit cards in the Middle East is low, telco's billing system provides an alternative for processing recurring payments and fees from media and entertainment services.

#6
OPTIMIZING BUSINESS OPERATIONS

Comviva's platform facilitates integration into operator's MSP for managing DCB, bundling, promotions, bespoke development, reporting for telecom operators. Similarly, unlike legacy solutions where the operator would have to dedicate hardware resources for various nodes like rating, charging, provisioning, billing, Comviva's virtualized solution provides a single layer, increasing redundancy and higher efficiency levels, which helps in controlling Capex costs.