



A Greenfield Project that ensures our client of a streamlined and seamless foray into the pureplay OTT content aggregation platform space.

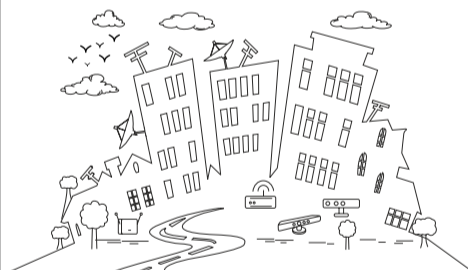
### CLIENT

Having one of the highest market share in India's DTH (Direct-To-Home) industry space.

First Indian DTH operator to offer 4K set-top-boxes to its consumers.

Currently a total of 601 channels, 495 SD channels and 99 HD channels and services, along with many other active service - reads like there is repetition here

DTH is direct-to-home, telecast, channels are streamed directly to the house with a set-top box and a rooftop antenna.



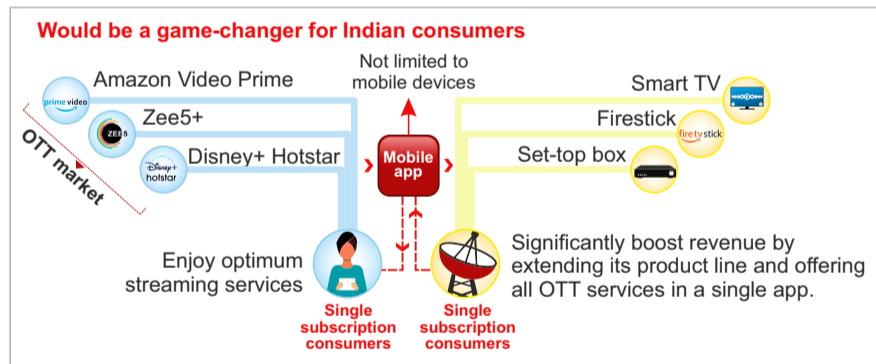
### OBJECTIVES

- The client sought to **dominate the OTT market** by launching unique, new offerings for end users.
- Strategy focused on **consolidated OTT offerings for enhanced customer experience**, especially since the OTT market saw dynamic growth across eight key players.
- While initially consolidated services were launched exclusively for its DTH business, client wished to **launch an app for all users across India on a Freemium model** to consume OTT content provided by its partners.

### SOLUTION

Comviva offered a **single stack, unified end-to-end solution** to launch the client's OTT platform in a **rapid, flexible and scalable manner**. This would ensure a quick go-to-market strategy with an industry-proven and time-tested solution stack.

### IMPACT



### CHALLENGES

- These are challenges for Comviva in winning the deal
- Normally in a case study, in challenges we talk about challenges faced by the client in the business.
- This section needs to be rewritten ideally.

### THE WIN CONSTRUCT

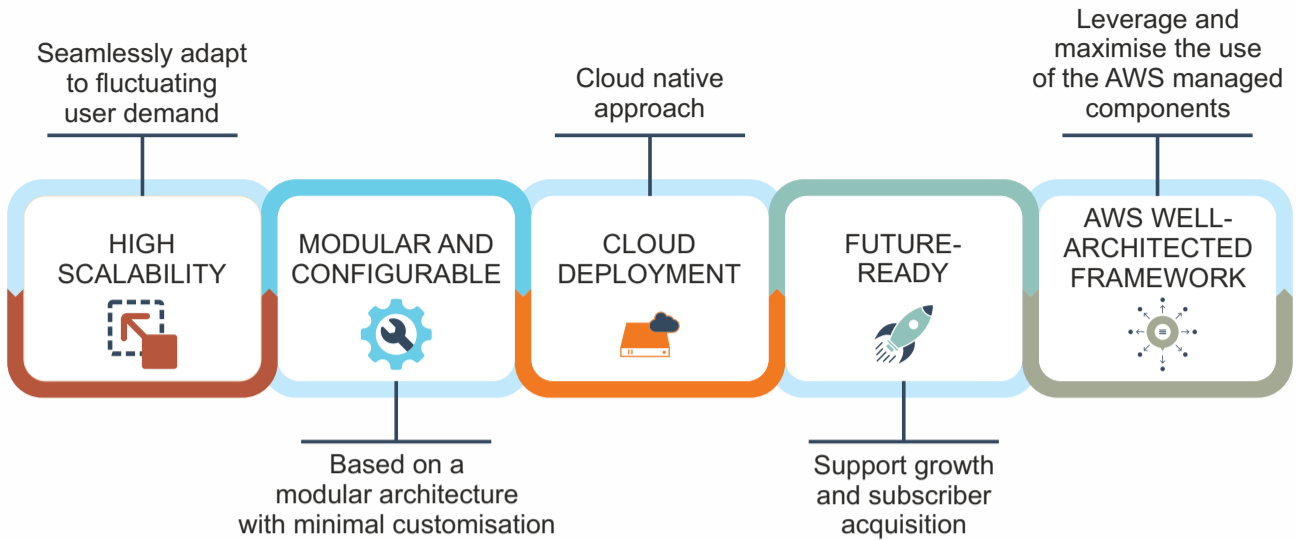
Operator signed a **three-year contract** with Comviva for our **BlueMarble Digital BSS Suite**. This is a true SaaS engagement where the client is billed per month per paid subscriber basis.

The agreement also included a one-time setup fee to cover the cost of implementation and customisation. There was no need for incurring a third-party cost on Comviva.

The deployment was carried out by Comviva on the AWS cloud.

As a result of this engagement, client will be ensured of a streamlined and seamless foray into the pureplay OTT content aggregation platform space.

## Critical prerequisites for the solution included:

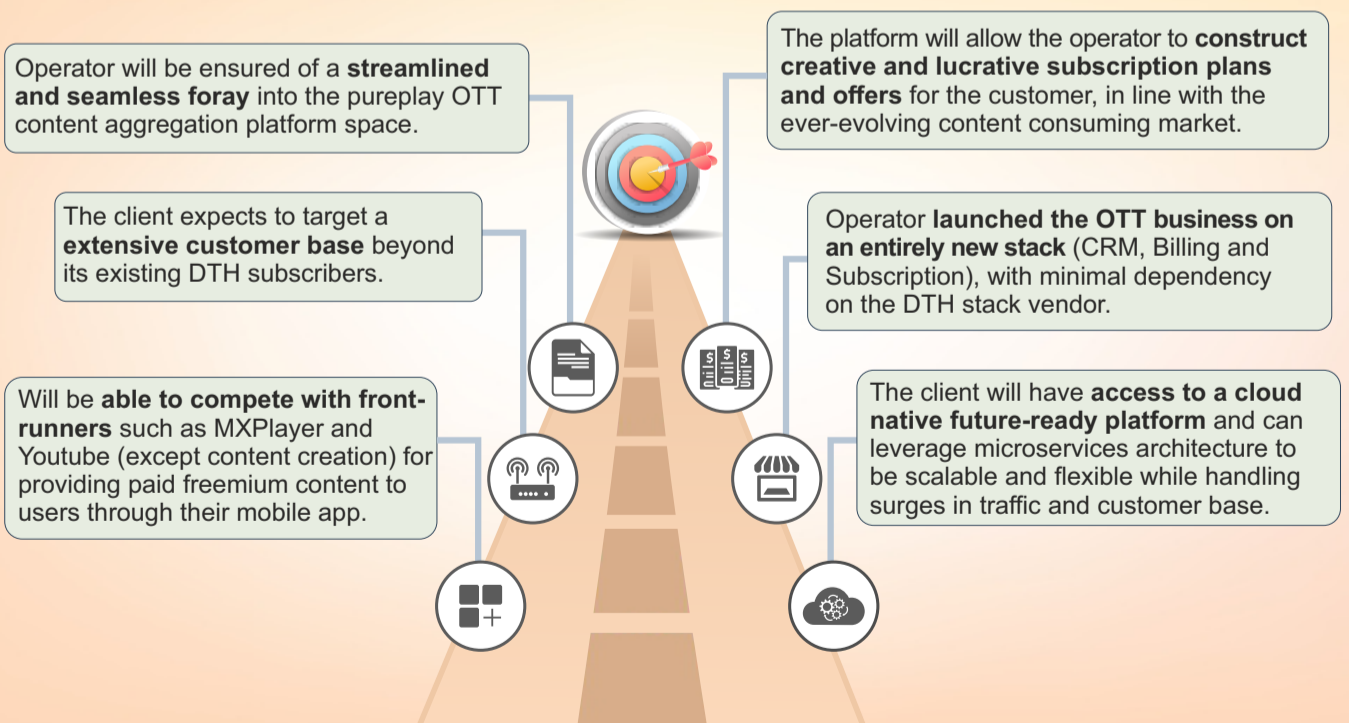


### KEY DEPLOYMENT HIGHLIGHTS

- An expert Comviva team supported operator team right through the decision-making process with a **consultative approach**.
- A joint team brainstormed **customer offerings scenarios** and easy onboarding that would best support the business launch.
- The business model caters to **freemium includes free and paid users**, based on the content offerings available in the app and customer-adoption of specific content bundles.
- The proposed solution will be or 'was' integrated with **nine OTT platforms** to provide service requests to the respective systems for plan activation and deactivation based on subscriber preferences.
- The integrations pose a **high level of complexity**, given that each platform has its own set of APIs and integration protocols.

	Consultative approach and fast, agile POC to demonstrate the platform capability to support complex customer needs, digital media journeys and OTT business.
	Truly cloud-native, containerised, microservice-based, AWS well-architected BlueMarble Digital BSS
	Active deployment across two AWS availability zones with auto scale-in and scale-out
	Maximum leverage on AWS managed service-components including Database as Service, Kubernetes as Service, Kafka as Service
	Proven deployments and customer references highlighting stability, scalability and flexibility of the platform

## Benefits and roadmap:



### About Comviva Technologies

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow. Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world. For more information, visit us at [www.comviva.com](http://www.comviva.com)