

Solutions for Content Providers and IPTV Operators

Introduction

Content and TV operators' battle it out for their market share in the domain of Internet access and telephony services – both fixed and mobile. Competitive prices will not suffice; innovative product offerings and enhanced service levels are indispensable in the quest for acquiring new customers. Next Generation TV services are the key differentiator and enable the gaining of a competitive advantage. These challenges result in even more complicated business models and requirements for technology innovation.

We help content and TV operators to confront these challenges with our unique offer, which consists of the following pre-configured solutions:

Next Generation TV

Comarch Next-Generation TV (NGTV) provides a complete IPTV middleware that is easy to integrate, customizable, reliable and cost-effective. It can be used for delivering various third-party interactive TV premium services. It also supports open standards and integration with products of leading high-end, VOD, CAS/DRM and set-top box vendors.



Key features:

- White label product – the user interface can be fully customized and re-branded
- Hosting of 3rd party interactive TV services
- Interactive & personalized TV advertisements
- TV 2.0 features and user-generated TV channels
- Support for IPTV Virtual Network Enabler (IPTV-VNE) and Operator (IPTV-VNO) business models.

3arts. BSS, OSS, CRM. All in one

Comarch 3arts is designed for all service providers who require the rapid introduction of novel, modern services for their customers.



This solution covers the entire product preparation process, defining the details of the services offered, publishing and selling those services over available sales channels, service activation, control and billing, as well as monitoring and reporting.

Comarch 3arts, as a service agnostics system with a flexible product catalog, is the perfect solution for all content providers who want to operate this system as a main AAA and charging component and a CRM system for the managing and billing of IPTV customers.

- Low-cost, convergent BSS/OSS/CRM
- Perfect for all small and startup operators
- Fast and efficient new services launching
- Multi-tenancy and resellers branding
- Numerous service types supported: IPTV and Content, as well as xDSL, VoIP, WiMAX and WiFi
- Short implementation period.

Revenue Sharing Solution

The Comarch Revenue Sharing solution is designed for operators who cooperate with other operators and content or service providers, in order to deliver comprehensive services to their customers. It facilitates the management of partner relationships, settlements and revenue sharing between service providers and content providers.

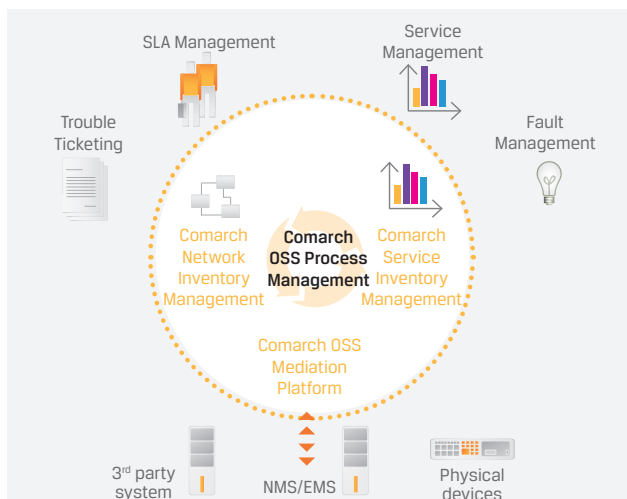
All modern operators delivering IPTV/VoD services and other content-based services have to cooperate with countless partners. If the number of partners and services increases, the revenue sharing process becomes increasingly complex.

Solutions which can automatically calculate revenue sharing between partners become vital components of next generation services where revenue sharing chains are complex and extended.

Process-Driven Inventory

The introduction of an accurate inventory database is a sizeable feat due to the numerous migration, integration and discovery tasks that must be performed. A larger obstacle still, is the maintenance of an inventory database that remains accurate at all times. The reason Inventory databases lose their consistency and accuracy is due to the lack of repeatable processes that can keep pace with ongoing changes.

Through the inauguration of automated processes offered by Comarch Process-Driven Inventory Management, the inventory ceases to be "just a database", and instead becomes a dynamically-adjusting system that presents the current, past and future states of the network and the provided services. As a result, Inventory becomes the real heart of the OSS solution. In Process-Driven Inventory Management, all user tasks related to inventory data are carried out within the context of a process instance, in order to ensure the real-time accuracy of the Inventory database.



Next Generation Service Assurance

The main challenge in modern networks is that services are no longer associated with a single device (in the network itself). Instead, each service is composed of resources provided by many devices operating within the network, or even based on numerous other simpler services offered by third party companies. Comarch Next Generation Service Assurance provides visibility of states of even the most complex services, assuring failure root cause analysis and also proactively supporting the process of incident resolution to speed-up service recovery.

Comarch Fault Management, with advanced event processing and enrichment, is the chief event source. Events are correlated by the Comarch Reasoning Engine and are propagated up to the services layer, where they are processed by Comarch Service Level Management. All tasks are orchestrated thanks to Comarch OSS Process Management.

Highlights

- Next Generation TV services are the key differentiator
- Effective management of modern services
- Support for innovative business models
- Assistance with everyday operations and content/TV business development.

About Comarch

Since 1993, Comarch has been specializing in designing, implementing, and integrating solutions and services for telecommunications operators. Experience gained throughout this period, in addition to the company's knowledge of the latest industry trends led to the development of a wide customer portfolio that is spread across 4 continents and includes some of the biggest market players, such as T-Mobile International, Telefónica O2 Germany, as well as MVNO operators such as Auchan Telecom, France. The satisfaction of Comarch's customers has always been the strongest confirmation of the quality of its solutions in the areas of billing and inter-partner settlements, as well as management of telecommunications networks and services. Comarch's solutions for telecom operators are intended for **Fixed, Cable and Broadband Operators, Mobile Operators, Wholesale Departments, MVNO/MVNE Operators, ISPs and VoIP Operators** and **Content Providers** and **IPTV Operators**.

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