

Insights for Multi-Service Operators (MSO)

Telecom



With our comprehensive, integrated suite of solutions, we deliver exactly what your business needs to stay ahead

2012 is an inflection point for cable television and communication services business. MSOs have found a new bright revenue engine in the SMB segment, with cable outpacing telcos. By adopting technologies like cloud and social media platforms, MSOs are transforming the way people and businesses use television, content, and the Internet. While Pay-TV is slowly losing subscribers, digital phone has emerged as a large cable business segment. However, the OTT (Over the Top) business model is gaining momentum, creating competition from multiple industries. This has pushed companies to formulate product innovation strategies towards achieving operational excellence and customer satisfaction; and take bold moves to control costs of content.

Tata Consultancy Services (TCS) is both shaping and experiencing this business shift by being an integral part of the fabric of these changes. We know that cable television and communication services companies need prudent managed services models to optimize services. We believe that advanced business intelligence brings companies closer to the users. This can also help in re-defining the supply chain to support rapid business growth. Our strategic solutions provide flexible processes as well as infrastructure, to ensure that your operational costs are directly proportional to your profitability and through-put requirements.

Overview

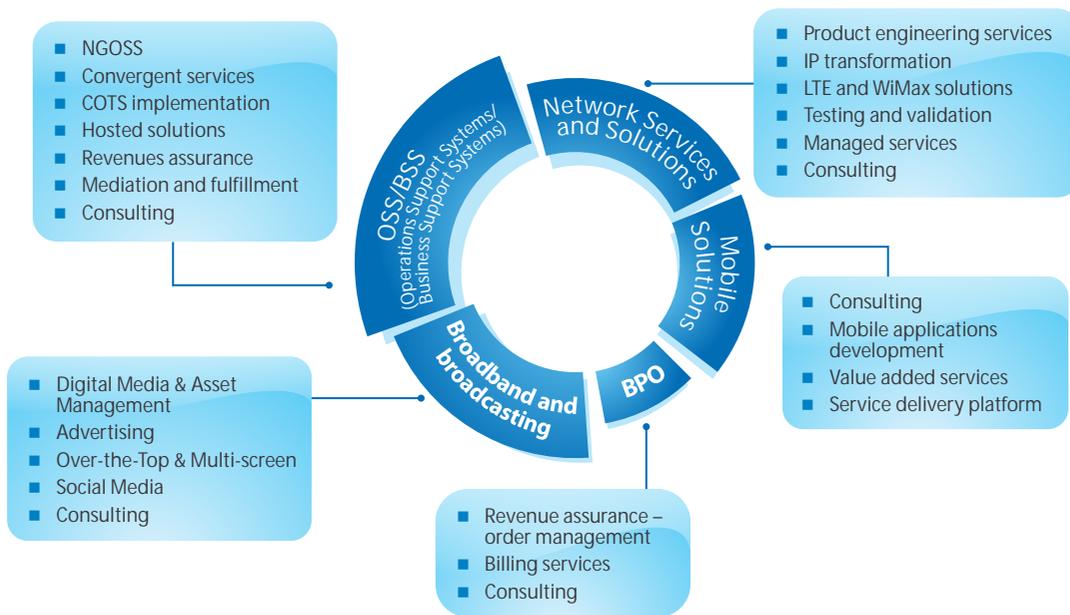
Cable MSOs are presented with significant opportunities and challenges by converging communications and media industries. TCS has devised efficient solutions to address these challenges. We are backed by domain expertise gained from working with some of the leading MSOs, telecommunications companies, studios, and broadcasters. We also bring experience from the media businesses through transformative solutions such as cloud-based media asset management solutions, digital asset management systems for Hollywood, and video distribution platforms handling over 10,000 VOD titles. Our experience in building systems for both green-field businesses and established operators enables us to provide innovative technology solutions.

TCS addresses your requirements across business architecture, operating model, customer relationship management (CRM), content supply chain, advertising sales, and digital strategies (OTT, social media, multi-screen). We work with you to devise a best-in-class solution and define the implementation plan for your organization, using best practices and synergies. Our integrated consulting and IT services bring continuity

and consistency to your strategic programs. In addition, we bring you expertise in infrastructure as well as application development and support services, across cable, telecom, and other industries.

Our systems integration teams have helped launch new businesses with multiple legacy IT systems. We bring you expertise spanning business process engineering, customer management, order management, billing, fulfillment, service assurance, and more. Our solution ensures accelerated time to market, product innovation, scalability, reduced product development costs, enhanced security, and a rich customer experience. In addition, you benefit from our highly result-oriented approach, which drives efficiencies and growth.

TCS Managed Services ensures a seamless transition to an effective operational state. This drives continuous improvement across the board of the managed services component. It simplifies user support, improves operations, ensures customer satisfaction, and provides valuable insights for business intelligence, decision-making, and vendor management.



An overview of our offerings

Benefits

By aligning your business to the market demands, we improve your business relationships with your partners and end-users across the value chain. You also gain from a transparent business partnership, world-class processes, enhanced speed of execution, and an expanded budget by leveraging the Global Network Delivery Model™ (GNDM) developed by TCS. Likewise, our solution brings you the following advantages:

- Focus on agility in delivering solutions that drives customer success
- Highest satisfaction through streamlined process, automation, and technology convergence
- Reduced operational costs by eliminating manual processes and multiple approval chains
- Improved customer experience, leading to an increase in customer loyalty

The TCS Advantage

A long-term strategic partnership with TCS offers you valuable insights, and helps you maximize opportunities and react faster to market demands. In addition, our functional capabilities in quality assurance and IT application services provide the right set of competencies for tomorrow's converged solutions. You also stand to gain from our:

- Innovation ecosystem for the cable MSO industry, which provides on-demand access to innovative solutions, built on emerging technologies. Our

business value management engine, which includes constant focus on process, technology, and business innovation, helps create assets and components for enhanced growth and customer experience

- Strong alliance and partnerships with leading product vendors and technology providers helps us offer technologically-advanced solutions
- Delivery excellence ensured through ready-to-access proprietary frameworks and solution accelerators such as eTOM-based business process, BEAT architecture, SOA framework, upgrade accelerators, revenue assurance tools, etc. These foster product development, productivity enhancement, and test automation to reduce process implementation time, to help you derive faster results
- Global reach and broad services portfolio supported by our collaborative model of value creation, multi technology expertise, proprietary frameworks, and experience, which drive your business certainty. Our solutions, built on open industry standards, encompass a broad array of integrated and flexible business support system

Case studies

- TCS is enabling business process transformation for Australia's leading DTH and cable company. We are working on analyzing gaps and bottlenecks of customer system stack applications and associated business processes, to help define the necessary architecture required to better these applications and processes. By doing this, our solution lowers your capital as well as operating expenditure, while providing a three-year IT roadmap.
- For a leading Cable and Internet Service Provider of North America, TCS is handling close to of 2.1 million transitions per day through implementation, integration, and support of the OSS BSS stack for multiple lines of business. We are also helping this client in IT process management and SOA testing. Our solution has helped improve the time-to-market and cost efficiencies, while providing greater IT vision for business transformation.

Contact

To know more about Insights for Multi-Service Operators (MSO) solution, contact global.telecom@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled, infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

IT Services Business Solutions Outsourcing

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