

TCS assess IPTV solution for one of India's leading telecom services provider

With the drop in traditional voice and broadband revenues, operators today are looking for ways to attract and retain customers through innovative services. In such a scenario, IPTV has emerged as a service that offers huge potential market for Telcos. IPTV offering will help reduce churn and generate substantial revenue streams by delivering exceptional customer experience.

Tata Teleservices (Maharashtra) Limited (TTML), a leading telecom player in the Indian market, wanted to launch IPTV services and wished to partner with Headend Infrastructure vendor, a master facility for receiving television signals for processing and redistribution over the Television service provider's network infrastructure. Before entering into a partnership, the company needed to evaluate the vendor's IPTV solution and ensure the solution's alignment with its long-term road map. Seeking a partner to carry out the critical evaluation, it turned to TCS, given TCS' IPTV expertise and strong consulting experience. TCS' mandate was to perform an end-to-end technical due diligence of the solution provided by the partner company.

Customer

Tata Teleservices
(Maharashtra)
Limited (TTML)

Industry

Telecom

Offering

Consulting

About the Client

Tata Teleservices (Maharashtra) Limited (TTML) is a leading player in the telephony sector, operating in the telecom circles of Maharashtra, Goa and Mumbai. It has the largest wireline base in Mumbai and Maharashtra amongst all private operators' and is a market leader in wireless data cards. The company has recently launched express wireless broadband services with Photon+.

Business Situation

The growing customer demand for viewing television over phone lines has created a huge opportunity for telecom operators to provide value-added services through IPTV. To tap this opportunity, TTML wished to launch an IPTV service on its existing IP network through a video service binding partnership with an IPTV HeadEnd vendor. This would help the company in not only retaining its voice and data customers but also add new customers and generate new revenue streams.

Before leaping into a partnership with the vendor TTML needed to evaluate the vendor's IPTV solution and ensure it catered to its business objectives. To this end, it approached TCS to carry out this critical technical evaluation.

TCS Solution

TCS assessed the vendor's current portfolio of IPTV solutions, its infrastructure, processes and operations. It leveraged its custom built project execution toolkit comprising deployment strategy and planning, checklists, IPTV reference architecture, project plan templates and best practices to carry out the assessment.

TCS adopted a phased approach for the engagement. TCS' team of consultants assessed TTML's IPTV roadmap and business plan and evaluated the partner solution against TTML requirements. TCS consultants performed an in-depth study and analysis broadly in the areas of Headend architecture, partner's capabilities to support IPTV operations and risk mitigation, feasibility study and SWOT analysis. The key areas of evaluation during the engagement were as follows:

- The financial health of the organisation in terms of supporting the IPTV operations
- Key parameters such as reliability of the partner architecture in terms of availability, disaster recovery plan and redundancy plan
- The solution architecture and features of Head End setup (IRDs, Encoders, IP Streamers, etc)
- Feasibility of integration with billing, Value Added Services etc
- Verification of whether the solution infrastructure is open for future expansion into Mobile TV on 3G/WiMAX networks

- Validation of the partner's ability to meet the defined support and service SLAs
- Inspection of the agreements between partner and its content owners for continued support and sustenance of the solution
- The manufacturing and R&D capabilities of partner for scalability and enhancements of their products
- SWOT analysis of the IPTV partner solution
- Major risks and rewards of collaborating with the partner, from a business stand point
- An exit strategy, in case the partner is found deficient or not evolving with the market

Based on these assessments, TCS identified gaps and recommended solutions to bridge the gaps and meet the IPTV delivery standards. The evaluation established the suitability of the partner's solution for TTML's business requirements. To address the gaps that were identified, TCS provided additional recommendations for changes in the architecture and functionalities. TCS' IPTV group supported the due diligence and helped deliver results that far exceeded customer expectations.

Benefits

TCS analyzed the implications of launching and sustaining IPTV services from network infrastructure, back-office systems, processes and people organization point of view. It also evaluated TTML's need to innovate, enhancing customer experience and driving down operational costs. TCS performed a detailed technical evaluation of the Headend setup and provided a comprehensive report with practical recommendations, which helped TTML evaluate and take a "Go/No-Go" decision for the partner solution.

● The TCS IPTV practice team has been extremely knowledgeable and has provided a lot of insight into how TTML needs to go ahead with the launch for IPTV services.

TTML appreciates the quality of the report provided by TCS IPTV practice. The critical insights provided by TCS have enabled TTML to have proper insights into the deal with the PARTNER Company. Looking forward to a long lasting quality relationship with the TCS IPTV Practice that can enable TTML into the numero uno IPTV space in Maharashtra. ●

- Rahul Kanavi,
TTML Special Project Management

TCS' IPTV Strategic Initiative, is part of the Telecom Practice, which has been at the forefront to drive the new wave of Telco and Cable business thru' IPTV services with the stated objective to be a trusted partner in delivering IPTV solutions. Our IPTV offerings are categorized into the key functional domains of Network, Content, OSS/BSS and VAS, and spread across the entire spectrum of services from Consulting to IT services to BPO. TCS has invested dedicated IPTV Lab (Centre of Excellence) in Hyderabad which is fully equipped with facilities to train, demo and brainstorm.

TCS' Telecom Business Unit is the second-largest vertical. With a dedicated pool of professionals and an accumulated experience and ongoing associations with world-class telecom service providers and equipment vendors across countries, TCS has acquired unparalleled understanding of the telecom domain. TCS helps wireline, wireless, broadband, and cable service providers redefine their markets with innovative solutions that help them become more agile, reduce fixed operations costs, and introduce next generation services.

About TCS Telecom Industry Service Unit

TCS' Telecom Industry Service Unit is the largest vertical contributing higher percentage to the overall TCS revenues. With a dedicated pool of professionals and an accumulated experience and ongoing associations with world-class Telecom service providers and equipment manufacturers, TCS has acquired unique and holistic understanding of the telecom domain to offer services suited to every stage of the business life cycle of our customers.

TCS helps wireline, wireless, broadband and cable, redefine their markets with innovative solutions that help them become more agile, reduce fixed operations costs, improve profit margins, and introduce next generation services. TCS sets customers apart from their competitors with instant access to industry solutions, best-in-breed technology, assets and frameworks.

Contact

To know more about our IPTV solutions contact, global.telecom@tcs.com

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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.

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