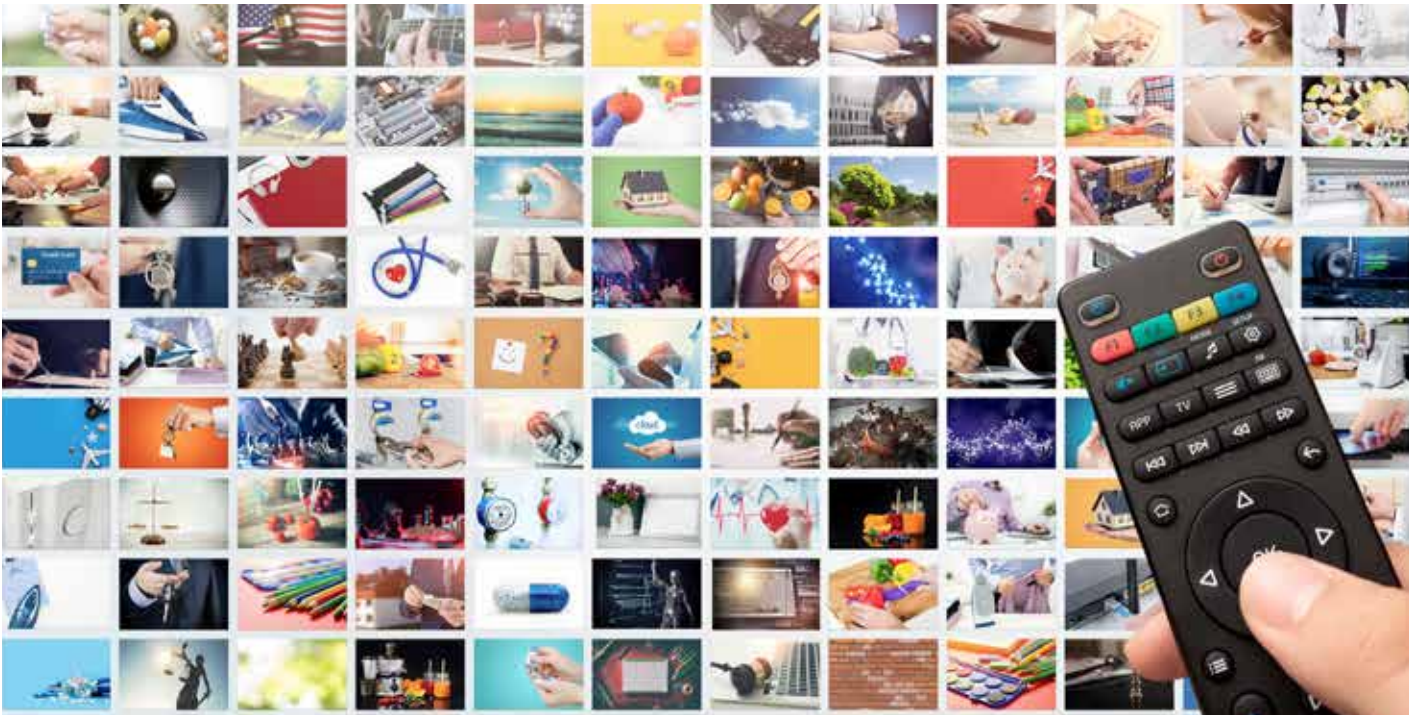


SKY Cable Corporation implements TCS HOBS™ platform to drive digital transformation



Abstract

Digital transformation is imperative in the media and entertainment industry as consumers demand a wider portfolio of products and services, backed by personalized unified customer experiences across channels and touchpoints. SKY Cable Corporation wanted to support both traditional and new age digital services across all its business processes, enable automation to drive operational efficiency and rapidly introduce changes without hampering agility. SKY Cable partnered with Tata Consultancy Services to implement TCS HOBS™ on Azure. The solution's catalog-centric architecture provided SKY Cable with a one stop solution to manage business processes across product portfolio management, customer management, order management, partner management, wallet management, voucher management and inventory management.

Client
SKY Cable Corporation

Industry
Media and Entertainment

Offering
Implementation of TCS HOBS open platform on cloud for the client's DTH prepaid line of business and for driving their digital transformation journey

"The TCS HOBS platform has not only provided SKY Cable with a stable platform to support our DTH service product growth which we could never achieve on our old one, but also given its breadth and depth of features has provided us the base for all of our prepaid and postpaid products and services going forward."

Chief Information Officer,
SKY Cable

About the Client

SKY Cable Corporation is the pay television and broadband arm of ABS-CBN, Philippines' leading media and entertainment company. Established in 1990, the company is a leader in pay TV and broadband services with top-notch programming and the widest selection of channels on offer. The company also provides international and local video-on-demand services and a range of other content and connectivity services to businesses of all sizes.

Business Challenge

SKY Cable needed to increase its business agility and maintain its market leadership in the rapidly evolving communications service provider landscape of DTH, broadband and cable TV services. However, owing to a mix of the company's legacy IT infrastructure and the addition of newer services over the years, SKY Cable's overall IT stack had become heavy with different solutions to handle multiple disparate services. As part of their digital transformation, SKY Cable wanted to focus on delivering a unified customer experience to its B2C customers by consolidating and providing converged services. This required transforming their legacy stack to an advanced digital platform that would be capable of managing SKY Cable's large volume of nearly one million customers, 4000 dealers/channel partners, and nearly 2000 top-ups or reloads per hour. Given the scale, it was extremely critical that the transformation improved the business performance. TCS emerged as the right fit partner to implement its HOBS platform on cloud, backed by catalog-centric architecture designed to support robust growth.

TCS Solution

SKY Cable chose TCS HOBS for the platform's on-demand scalability – a key capability that they envisioned as part of their digital transformation, given their goal of becoming a digital-first and cloud-first media company. The implementation of the HOBS platform as both Business Process as a Service (BPaaS) as well as Software as a Service (SaaS) on Azure has given SKY Cable a highly scalable, reliable, secure and future-proof cloud solution for capturing dealer share in the DTH market.

Highlights of the solution implementation:

- HOBS' Product Portfolio Management (PPM), customer management, order management, partner management, wallet management, voucher management and inventory management were deployed as one stop solution to meet SKY Cable DTH line of business (LOB) needs.
- SKY cable requirements were met by adopting to HOBS out of the box (OOTB) way of working while providing extensible plug-points for SKY specific adaptation (minimally). Given the platform is built on enterprise grade open source technologies, industry standards like enhanced Telecom Operations Map (eTOM) and Shared Information and Data (SID) model with more than 350 pre-modeled business processes helped OOTB adoption quicker.
- The solution leveraged HOBS open APIs and micro services to seamlessly enrich the channel experience and enable digitalization across customer interactions and journeys.
- The solution is deployed on Microsoft Azure with horizontal and vertical scalability assuring critical business SLAs.
- The transformation program was implemented in distributed agile methodology and big bang migration. Agile ceremonies such as system demos and retros helped achieve configure a solution that is fit for purpose.

Results

Over 4000 SKY Cable partners are currently using TCS HOBS in their DTH line of business, to manage inventory, eWallet, vouchers, recharge, customer on-boarding and post-sale support. The platform on cloud supports SKY Cable's customer base for DTH consisting of over one million subscriptions, manages over 40,000 transactions per day. The media and entertainment giant gained the following business and operational benefits from the implementation of the TCS HOBS solution:

- **Faster Time to Market:** With quick rollout of TCS HOBS, SKY Cable DTH scaled seamlessly by 29% since the launch, achieved 99.9% first time right and accelerated the launch of its pay per view products/ promotions.
- **Unified Customer Experience:** SKY Cable improved its customer experience with reduced complaints, and delivery of consolidated digital services across channels. The media giant is also better positioned to proactively meet the evolving customer and market demands.
- **Seamless Interoperability:** TCS HOBS helped streamline different roles and access issues that SKY Cable's employees faced in the existing systems. The platform's thoroughly built access control mechanism supports partners and providers to exist on the same stack.
- **Robust Process Support:** The open platform on cloud with APIfication helps enterprises leverage ideate to launch, order to activate and usage to case processes. TCS HOBS cloud-based subscription management platform supports over 400 industry standard business processes surrounding B2B, B2C and B2B2C models OOTB with support for all service types.
- **Ease of Use:** The CSR group of SKY Cable found it much easier to operate in HOBS for customer profiling and resolution of queries than existing BSS systems.
- **Superior Business Agility:** TCS HOBS' catalog-centric architecture provides flexibility in modelling and enables build and assembly of components driving agility in product launches. It also enables dynamic orchestration of the fulfilment process from the catalog.

To know more

Visit the [Communications, Media & Technology](#) page on [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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