

360Provisioning

Deployment of Virgin Media Next
Generation TV Platform - Case Study



DEPLOYMENT OF VIRGIN MEDIA NEXT GENERATION TV PLATFORM - CASE STUDY

DESCRIPTION

The UK's leading entertainment and communication company and a leader in the creation of television services and advertising solutions for digital video recorders entered into a strategic partnership with TiVo™ to develop Virgin Media's next generation TV platform. In order to achieve this Virgin Media needed TiVo™'s provisioning and service activation facility to be integrated in to their business and technical enterprise infrastructure.

RATIONALE

Virgin Media decided to draw upon an earlier successful partnership with Zentive utilising Zentive's modular 360Provisioning platform when deploying a major upgrade to their smart card based digital TV offering. Zentive was commissioned to provide an additional module - 360Provisioning TAM (TiVo™ API Management) - to provide fully rounded and enterprise strength orchestration capabilities and a deployment of industry standard Blade-based interfaces to the TiVo™ Data Center. Cost-efficiency, ease of operation and comprehensive operational monitoring facilities were paramount. The modular and standards-based design criteria were also to take account of the needs for flexibility and expandability to deal with the rapidly changing landscape of integrated linear TV and the internet.

KEY ISSUES

The very fact that Virgin Media and TiVo™ were the first to offer an integrated solution meant that the Zentive platform needed to deal with a fluid landscape in the areas of business process and technical requirements and be able to adjust rapidly as those needs evolved and changed. Additional challenges to be met were:

- 1) Meet aggressive delivery timelines to ensure hitting announced time to market.
- 2) Orchestrate both linear video DTV conditional access based and TiVo™ based service activation and provisioning requests.
- 3) Assistance in the formulation of new and innovative business process rules to deal with a never-done-before landscape.
- 4) Address the needs, identified by the Virgin Media business and operations team, for detailed visibility of the end to end transaction to ensure an enhanced overall customer experience to complement the TiVo™ advantage.
- 5) Identify, define and action key changes and enhancements to Virgin Media upstream (subscriber management system centric) and TiVo™ Data Center downstream systems.
- 6) Avoidance of manual intervention in the provisioning process which demands that exception handling and ensured delivery was a prime design criterion.
- 7) Minimal disruption to Virgin Media operations, low risk and cost-effective implementation and reset-the-bar on lowered total cost of ownership and operational burden.

SOLUTION

The Zentive team extended the architecture and design of its 360Provisioning platform in order to accommodate:

- Co-existence of linear video CAS based DTV provisioning and TiVo™ provisioning.
- Stringent requirements placed by Virgin Media and TiVo™ to conform to the interfacing demands of their respective systems.

Key areas addressed by Zentive's 360Provisioning platform for the 'Virgin Media powered by TiVo™' implementation are:

- State-of-the-art and standards based 360 based product suite and architecture addressing the today and future provisioning needs.
- Independent handling of Linear Video DTV (CAS) and TiVo™ requirements.
- Implement all business process logic with a flexible rules processor.
- Dynamic transaction throughput to optimise performance and system resources.
- A real-time browser based centralized view of all transaction data.
- Assured recovery and delivery of all service requests.
- Popular input message type formats supported with the capability to extend to any format.
- Translate service and product codes between the upstream source and CAS/TiVo™ systems.
- Extensive monitor and alert mechanism for 360Provisioning and all attached 3rd party systems availability tracking.
- 3rd party applications can use 360Provisioning to pass-through to the TiVo™ Data Center using a Web service interface, one application already available being the ability to remote record the TiVo™ PVR from a mobile phone handset.

"We have a strong business relationship with Zentive, who are a key partner in delivering the integration for our advanced TV platform. The software they provide Virgin Media was selected because it could be easily integrated into our existing business systems and processes, whilst also providing flexibility over the lifetime of the product."

Ian Mecklenburgh
Director of Consumer Platforms
Virgin Media

CONTACT

Nigel Wells / 360Provisioning Product Manager

T: +44 (0) 1489 569437

W: www.zentive.com/products/360provisioning/

Follow us on Twitter
[zentiveemea](https://twitter.com/zentiveemea)

