

360Provisioning

Smartcard DTV
Case Study



VIRGIN MEDIA CALLS ON 360Provisioning

CHALLENGE

Keeping competitive and enhancing security in Digital TV is critical for all Cable MSOs. To lower costs, the UK's leading cable TV provider needed to update and develop a new design matrix around its legacy ICOMS™ and Nagravision™ provisioning infrastructure.

With the problems associated with an ageing provisioning infrastructure, the media company was looking for a new solution based on a single platform that managed the critical functions within its provisioning chain. The solution needed to protect the investment in legacy platforms and provide the necessary flexibility and extensibility to introduce additional services and functionality.

SOLUTION

Virgin Media uses Zentive's provisioning and mediation platform to support flexible and non-disruptive service enhancements. This also delivers transaction transparency and provides customisable information exchange through a decision support rules capability. Called 360Provisioning, leading Cable MSOs can use this platform to help revolutionise all service activation requests.

With an easy to use graphical management browser, 360Provisioning also helps MSOs have up-to-the-minute control and detailed information about the status of the activation process.

THE PLATFORM

Because of the complexities of mix and match service provisioning, leading edge content within a multi play Communication Services Provider operation are becoming increasingly difficult to scale and deliver. The network infrastructure is complex, made up of many platforms - CRM, provisioning, product catalogue, knowledge databases, to name but a few. The challenge to deliver on multiple devices at multiple price points and service lifecycles is critical to providers. On top of that, Cable MSOs roll out over-the-top services such as video, social tools and content.

The demand for greater value added services across multiple subscriber media types (for example TV, PC, mobile) means that true convergence across the digital channel is here to stay. 360Provisioning helps meet the demands and expectations of large-scale operators to deliver multiple subscriber based utility and entertainment services.

BENEFITS

By using the unified platform 360Provisioning, Virgin Media has optimized the deployment of new products and services. The project aligns with the company's Digital TV strategy, meaning that assets can be readily adapted to cope with rapidly changing subscriber driven demand.

THE BOTTOM LINE?

Virgin Media has a platform on which to capitalise on even greater productivity and deliver market leading value added products to their customers even faster.

"Virgin Media is a pioneer in providing innovative digital TV services and we will benefit from Zentive's state-of-the-art design as our TV service continues to grow and develop. Zentive has the right experience and expertise to deliver a complete solution and help support our next generation of entertainment."

Stephen Featham
Director of TV & Entertainment Development
Virgin Media

ABOUT ZENTIVE

Zentive is a leading independent software platforms provider and integration business, helping Communication Services Providers become more agile and dynamic through the use of its specialist know how.

To request a technical overview of the 360Provisioning platform please visit www.zentive.com or get in touch with us through the contact details provided below.

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