



LEADING UK DIGITAL TV PROVIDER CALLS ON **trugateway**

CHALLENGE:

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

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

SOLUTION:

One of the UK's quad play providers 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 **trugateway**, leading Cable MSO's can use this platform to help revolutionise any service activation requests.

With an easy to use graphical management browser, **trugateway** also helps MSO's 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 contents within a multi play Communication Service 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 MSO's 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. **trugateway** helps meet the demands and expectation for large-scale Operators to deliver multiple subscriber based utility and entertainment services.

BENEFITS:

By using a unified platform like **trugateway** the multi play operator can optimize the deployment of new products and services. The project aligns with the company's Digital TV strategy, meaning that asset can be readily adapted to cope with rapidly changing subscriber driven demand.

THE BOTTOM LINE?

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

ABOUT ZENTIVE

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

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

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