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Achieving Leadership in Pureplay OTT Content Aggregation Space With a Modern BSS Solution

Overview

In the midst of upheaval in the OTT industry where various established companies are competing in specialized areas of content consumption; the client sought a standout approach to establish themselves as a leading player in the market. Their strategy centered around providing consolidated OTT offerings to improve the customer experience and gain a competitive advantage over the eight other established players in the market. Additionally, they aimed to introduce a freemium model for content consumption in collaboration with partners, providing unique benefits to end users.

The client collaborated with Comviva to implement the BlueMarble BSS solution, which is a comprehensive and integrated platform that covers all aspects of their operations. The deployment was done quickly, with flexibility and scalability in mind, and the solution was hosted on AWS across two availability zones, allowing for automatic scaling both in and out as needed. The solution was seamlessly integrated with nine different OTT platforms, creating a centralized hub for users. Additionally, it enabled the handling of service requests and subscription management based on individual subscriber preferences, ensuring a streamlined and personalized experience for the users.

Client Background and Challenges

The client is a major Indian direct-to-home (DTH) service provider that operates on a subscription basis. They utilize MPEG-4 digital compression technology and transmit their content through the INSAT-4A and GSAT-10 satellites. Established in 2005, the client offers an extensive range of services, including over 600 channels, consisting of 500 standard definition (SD) channels and 100 high definition (HD) channels. In addition to their diverse channel offerings, they also provide various value-added services. With a customer base exceeding 25 million DTH users, the client is recognized as the largest DTH service provider in India.

The client aimed to establish a strong presence in the OTT market by introducing innovative and exclusive offerings for end users. Initially, they launched consolidated services exclusively for their DTH business. However, they desired to expand their reach and cater to a wider audience across India. To achieve this, they planned to launch an app that would allow all users to access OTT content provided by their partners. The app would operate on a freemium model, offering both free and premium content options to users.

Solution Architecture
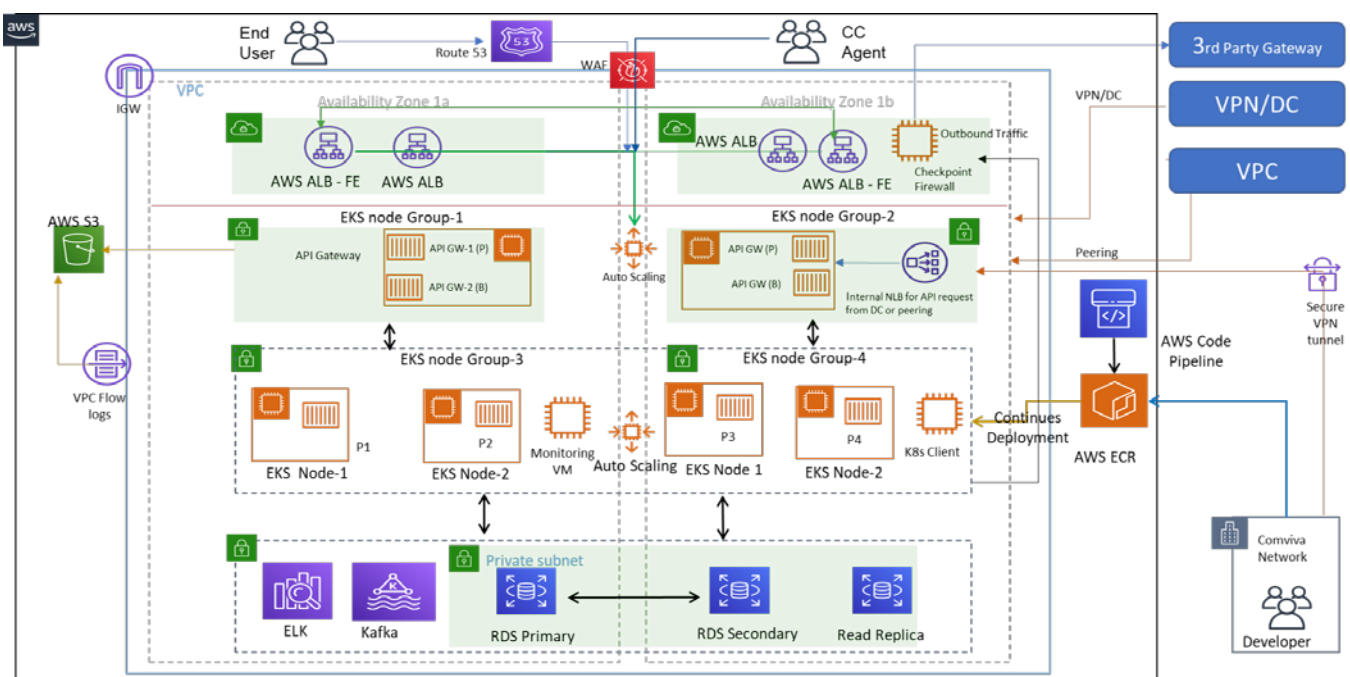
Our Approach and Solution

- ▶ The operator entered into a three-year agreement with Comviva for the BlueMarble digital BSS suite. The contract followed a true software-as-a-service (SaaS) model, with the client being billed on a monthly basis per paid subscriber. Additionally, the agreement included a one-time setup fee to account for implementation and customization expenses.

- ▶ The client aimed to effortlessly adjust to changing user demand.

- ▶ The solution they were looking for needed to be cloud-native, featuring a modular architecture that required minimal customization. Furthermore, it needed to be prepared for the future, capable of supporting scalable growth.

- ▶ A knowledgeable team from Comviva provided comprehensive support to the client throughout the decision-making process, employing a consultative approach. They began by brainstorming various customer offering scenarios, focusing on seamless onboarding experiences.

- ▶ The business model incorporated a freemium approach to cater to both free and paid subscribers. The model was structured around the availability of content offerings within the app and the extent to which customers adopted specific content bundles.

- ▶ The proposed solution seamlessly integrated with nine additional OTT platforms, allowing for service requests from subscribers to be forwarded to the respective systems for plan activation or deactivation.

- ▶ Due to the unique APIs and integration protocols of each platform, the integrations presented a significant level of complexity. To address this challenge, the following approaches were implemented:

  - A consultative approach was adopted, which involved conducting a fast and agile proof of concept (POC) to showcase the capabilities of the platform. This POC demonstrated the ability to meet complex customer requirements and support digital media journeys effectively.

  - The solution employed a truly containerized and microservices-based architecture, specifically designed to be cloud-native. It was deployed across two active AWS availability zones, allowing for automatic scaling in and out as needed.

  - The solution made use of various AWS managed service components, including database-as-a-service, Kubernetes-as-a-service, and Kafka-as-a-service. These components played a crucial role in enhancing the overall functionality and performance of the solution.

Business and Community Impact

- ▶ Successfully established a prominent presence in the pureplay OTT content aggregation platform sector, enabling effective competition with leading OTT players in the market through the introduction of freemium offerings.

- ▶ Expanded the customer reach beyond existing DTH subscribers, tapping into a wider audience base.

- ▶ Streamlined the process of creating innovative and attractive subscription plans and offers, enabling quick and efficient implementation.

- ▶ Successfully launched the OTT business on a completely new technology stack, incorporating customer relationship management (CRM), billing, and subscription functionalities.

- ▶ Gained access to a cloud-native and microservices-based platform that is future-ready, ensuring scalability to support future growth endeavors.

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