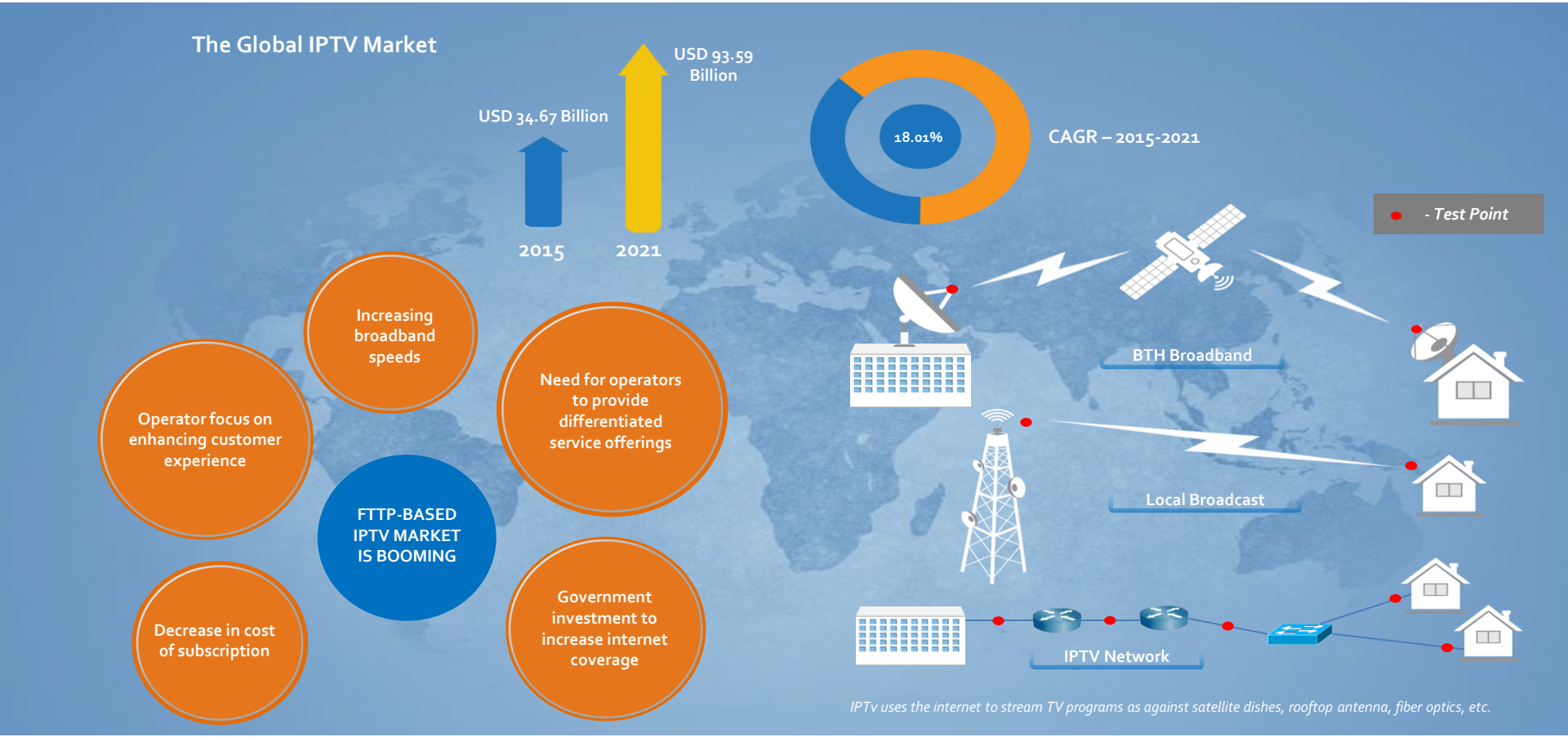
Prodapt powering global telecom

Keeping ahead of the rapid changes in media services

Demand for IPTV is booming



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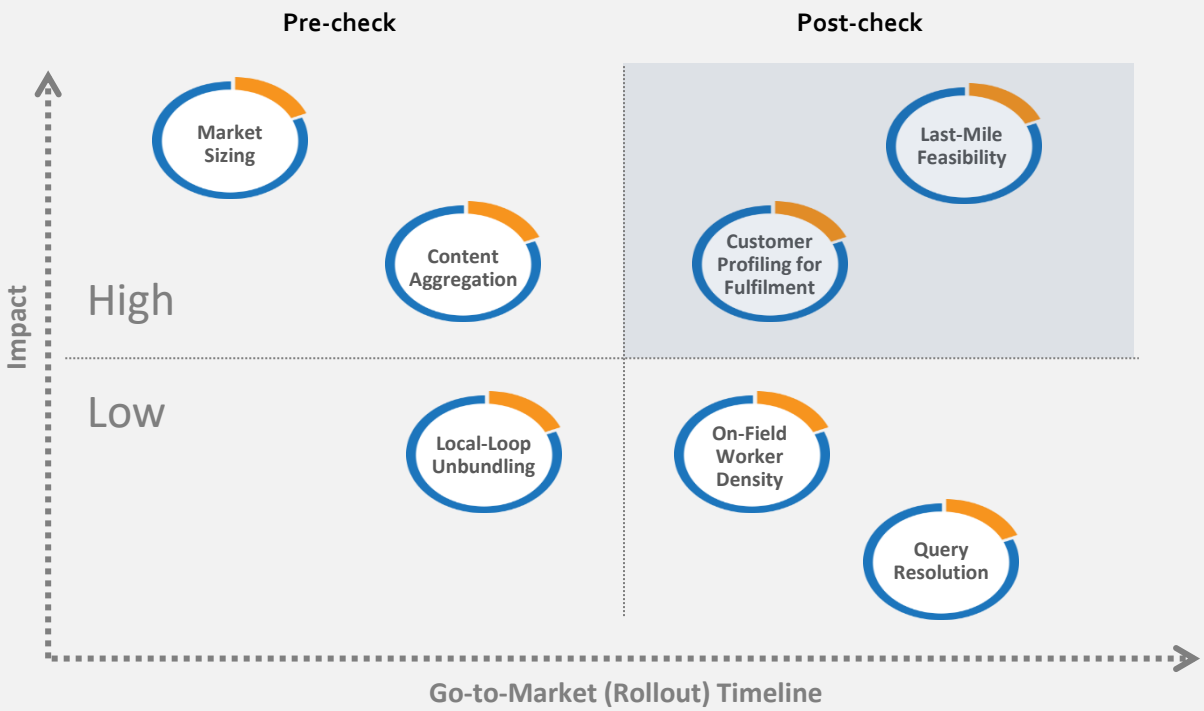
Critical success factors of an IPTV rollout



Prodapt's focus is on the post-check, especially customer order fulfilment process.

Pre-Check: Factors to Be Considered Before Infrastructure Investments

- **Market Sizing:** Is there a sufficient market demand to justify the ROI of a major infrastructure upgrade?
- **Content Aggregation:** Are there enough agreements in place with content producers to provide a truly compelling offering?
- **Local-Loop Unbundling:** Local-loop unbundling (LLU) is the process of freeing up an incumbent telecom operator's telephone exchange so that rivals can install their own kit inside. Is there an opportunity to exploit LLU?

Post-Check: Factors to Be Considered After Infrastructure Investments

- **Customer Profiling for Fulfilment:** Identify specific customer targets based on profile
- **Last-Mile Feasibility:** Do we have last-mile feasibility to fulfill the service/order requested ?
- **On-Field Worker Density:** Do we have enough field workers to meet the demand ?
- **Query Resolution:** Do we have a process in place to handle customer queries?

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Why standardization is required in qualification process of FTTP based IPTV

Customer qualification is the ***central part of FTTP-IPTV rollout*** for any operators

Each operator has their own qualification process for managing their order management system; there is **no standard**

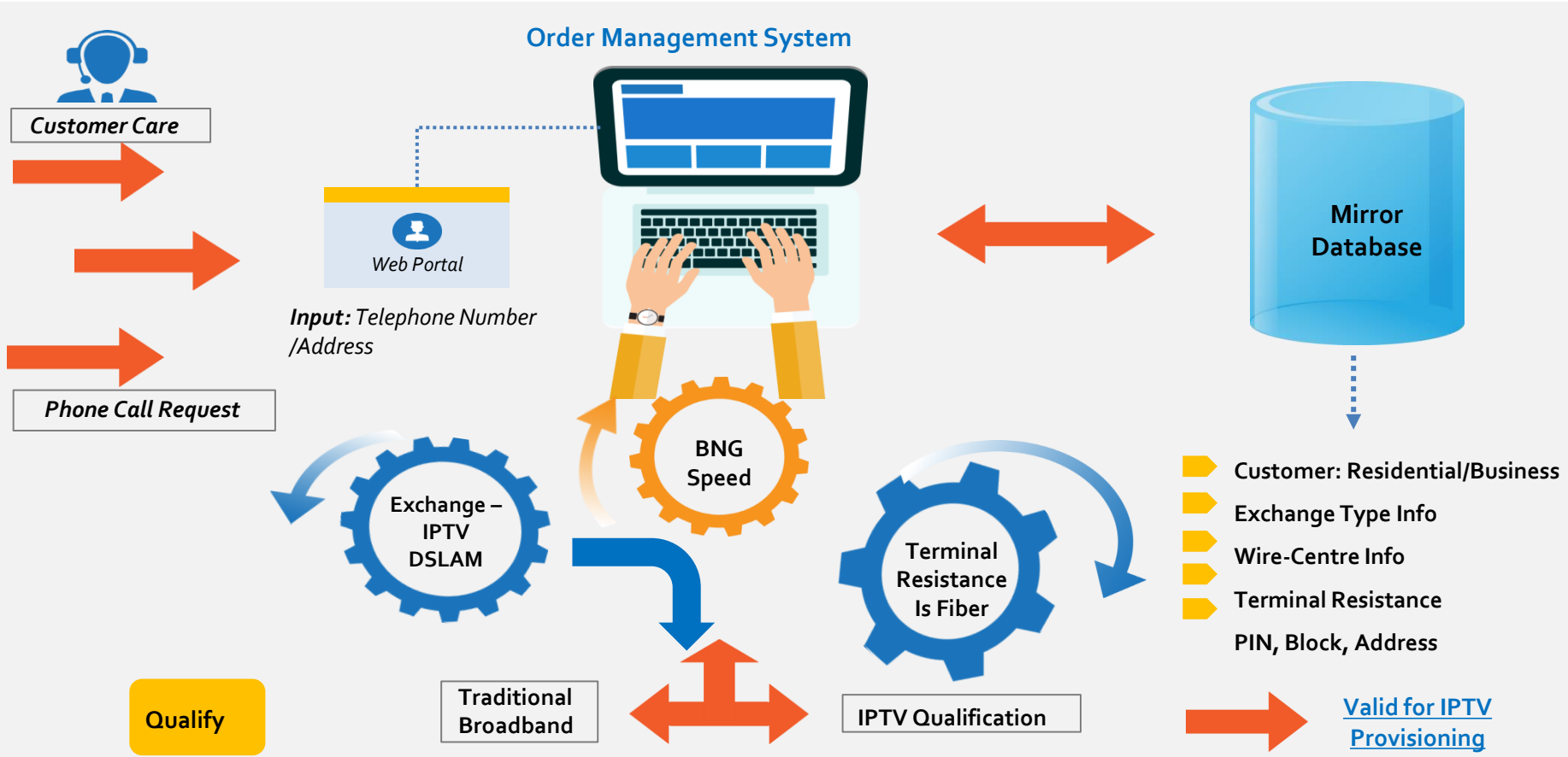
A ***master check list*** will be helpful for any CSP/ISP/IPTV Operator

Prodapt as a thought leader has came up with a template for ***streamlining the qualification*** process for FTTP-IPTV in an order management system

This insight targets CSPs who have rolled out FTTP-IPTV and are enhancing their order management system to support this offering.

- *CSP - Communications Service Providers*
- *IPTV - Internet Protocol Television*
- *ISP – Internet Service Providers*

Enhanced order management system for FTTP-IPTV



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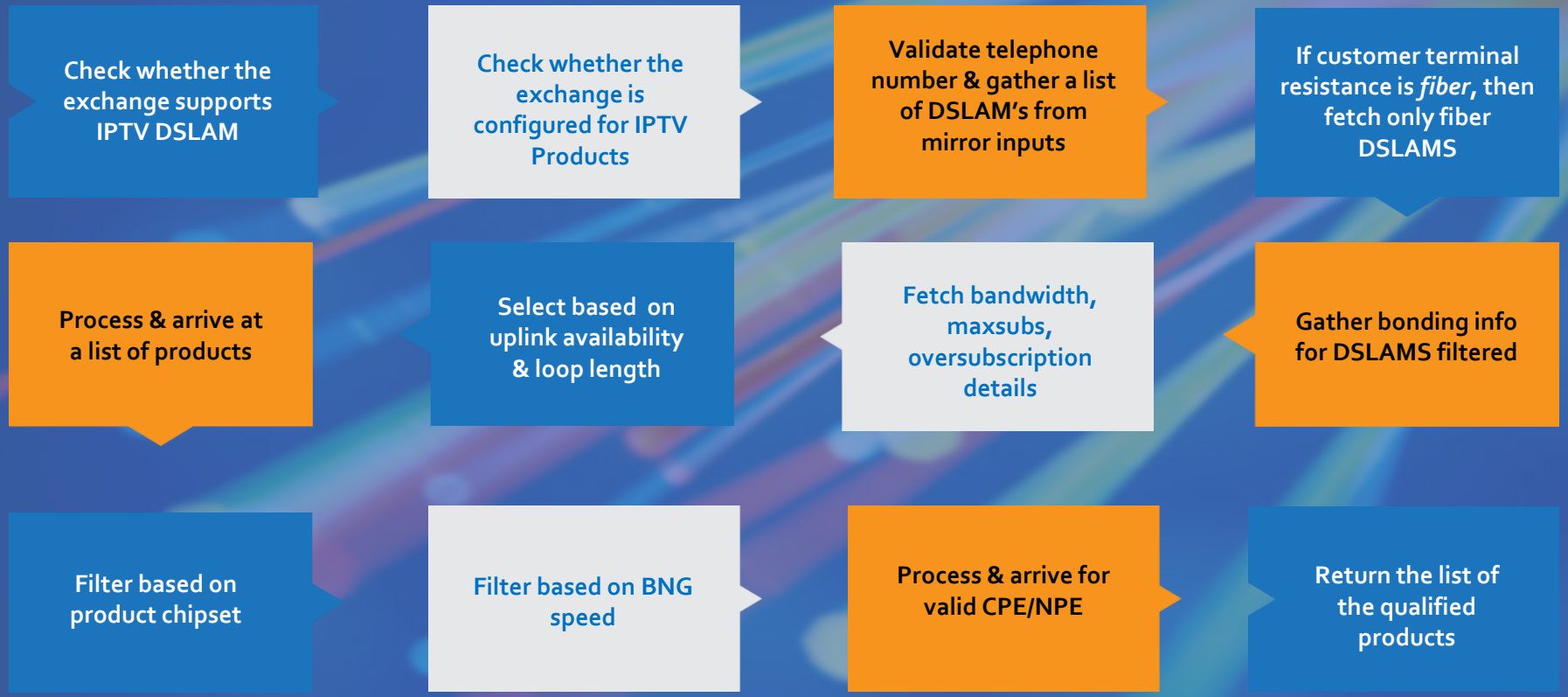
FTTP-IPTV order qualification journey



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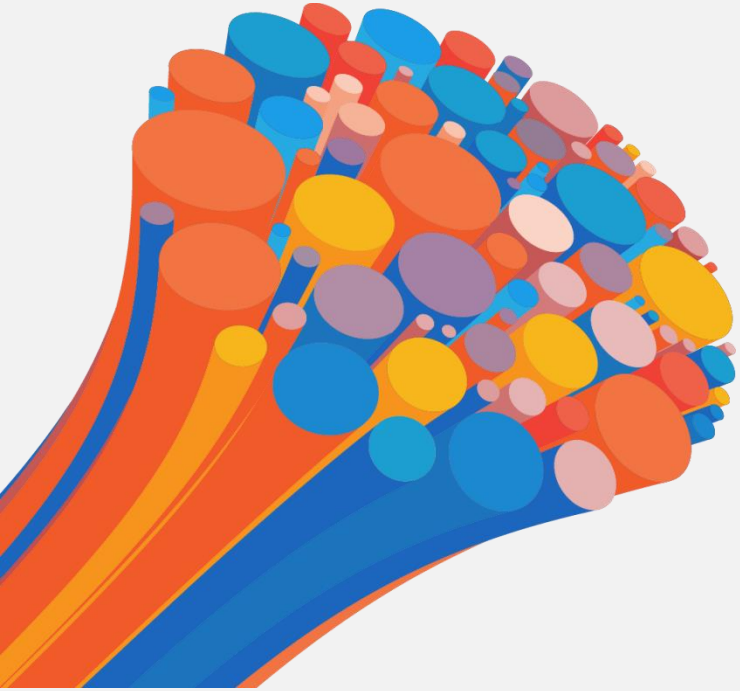
Checklist for FTTP-IPTV qualification

- Does the exchange have IPTV DSLAM & support IPTV products?
- Is the telephone number valid?
- Is terminal resistance FIBER?
- Is ONT-supported flag for each product enabled?
- Are ONT splitter & PON card details available for fiber customers?
- Is there a valid CPE/NSP for each product?
- Is the customer eligible for premium product ?
- Are PIN level details (PIN Chipset, DSLAM, speed etc.,) available?
- Does it support BNG speed above defined threshold level (min 2 Mbps)?
- Have products been filtered based on avg. bandwidth & loop length and uplink availability?

Return the List of Qualified Products

- Parameters may vary based on customer
- NSP - network service provider, CPE - customer premise equipment
- Avg. bandwidth >3.6 Mbps; uplink availability >99.9%; avg. loop length <3500 feet

FTTP-IPTV will evolve to gigabit "IPTV Anywhere" with qualification checks for wireless speeds and different devices



- IPTV will be **wireless** – Companies like Webpass (acquired by **Google Fiber**) have managed to provide gigabit service wirelessly.
- The customer will be able to use a **desired application,** without purchasing and configuring multiple devices or set-top-boxes
- Viewers will be able to watch television on the **devices that they choose** with the flexibility that they deserve: TV-anywhere & multiscreen TV.
- **Over-the-top (OTT)** content providers like Netflix and Hulu will lead the market through subscription model.

THANK YOU!

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USA

Prodapt North America
Tualatin: 7565 SW Mohawk St.,
Ph: +1 503 636 3737
Fax: +1 503 885 0850

Dallas: 222 W. Las Colinas Blvd., Irving
Ph: +1 972 201 9009
Fax: +1 972 501 9019

New York: 1 Bridge Street, Irvington
Ph: +1 646 403 8158

UK

Prodapt (UK) Limited
London: Devonshire House, 60 Goswell Road, EC1M 7AD
Ph: +44 (0) 11 8900 1068
Fax: +44 (0) 11 8900 1069

THE NETHERLANDS

Prodapt Solutions Europe
Amsterdam: Zekeringstraat 17A, 1014 BM
Ph: +31 (0) 20 4895711

Prodapt Consulting BV
Rijswijk: De Bruyn Kopsstraat 14
Ph: +31 (0) 70 4140722
Fax: +31 70 3030047

SOUTH AFRICA

Prodapt SA (Pty) Ltd.
Johannesburg: No. 3, 3rd Avenue, Rivonia
Ph: +27 (0) 11 259 4000
Fax: +27 (0) 11 259 4111

INDIA

Prodapt Solutions Pvt. Ltd.
Chennai:

1. Prince Infocity II, OMR
Ph: +91 44 4903 3000
Fax: +91 44 4903 3010

2. "Chennai One" SEZ, Thoraipakkam
Ph: +91 44 4230 2300
Fax: +91 44 4903 3010