

SunTec helped a leading digital services provider in mobile infotainment segment **become the 2nd largest online video content provider in India**

About The Client

The client is a leading OTT Platform, White-Label Service & Technology provider in the converging mobile and digital landscape. It works with world-leading telcos, cable operators, broadcasters, educational institutions, transport operators and media companies; enabling them to get ahead with profitable video services, fast! The client was looking for an end-to-end agile platform to monetize its Mobile TV service, and thereby provide value across the ecosystem.



SunTec™

The power to xelerate

Business Challenges

- Deploying an end-to-end revenue management system that is agile enough to quickly onboard new partners onto the platform
- Ensuring faster time to market by quick integration with external partners and creation of flexible pricing plans and packages for new products
- Managing millions of simultaneous users through an accurate high speed real-time billing system, and in-turn avoiding revenue loss
- Improving efficiency by automating a highly secure, 100% accurate and easy to operate partner management and revenue settlement system

Our Solution

SunTec™ provided the client with a platform to monetize its digital services and afford end-to-end management of the value chain

- A-la-carte charging, based on customer insights from partner networks, helped grow the subscriber base by 10+ Million
- Fast integration with partners ensured onboarding of 8 telecom service providers in 1 year, among them the top 3 ISPs from India
- Configurable product catalogue enabled offering attractive package schemes in minimum time, leading to rolling-out of services in weeks rather than in months
- Fast and accurate data processing provided leverage to manage 1 MN+ simultaneous streaming users across the ecosystem
- The platform presented a collaborative partner ecosystem for all the content, technology and service partners to use innovative revenue models

About SunTec

At SunTec Business Solutions, we help our clients increase the lifetime value of their customer relationships through effective revenue management and real-time customer experience orchestration. With a legacy of deployments in over 40+ countries, SunTec is a trusted partner to some of the world's leading banks and digital and communication service providers. Headquartered in India, we have our offices in the USA, UK, Germany, UAE and Singapore.

If you wish to explore further on how SunTec can help you, please send us an email at contactus@suntecgroup.com and we will get in touch with you.

