

The Comarch Solution for Cable TV

■ Introduction

On today's cable market there is a continuous race among operators towards the valued goal of becoming an MSO (Multi-Service Operator). Although TV services still remain the main and most stable revenue stream, truly significant income growth originates from high-speed internet and telephony services, and the trend towards the growing importance of these services will continue.

Cable operators, in many cases, must also serve customers in various regions where they face different local competitors. Many operators are comprised of previously merged smaller operators from those regions, or even from completely different market segments.

Taking advantage of the momentum of expansion, cable operators require robust support from systems which understand the specifics of this market and which, in a competitive and saturated market, support them in delivering high quality services and increasing revenue per subscriber. Furthermore, this must occur with a continuous focus on the customer.

■ The Comarch Solution for Cable TV Operators

- Is prepared for the future expansion of the operator
- Facilitates excelling at customer orientation strategy
- Allows personalized offers to be created according to the individual preferences of customers
- Provides multi-level convergence with shortened time to market, and enables increasing profitability
- Ensures high quality of delivered services
- Provides automation of field forces
- Transfers the telecommunication experience to a multi-service cable TV business

■ Benefits and Features

Unlimited marketing creativity

A flexible product catalog and personalized pricing are extremely important if the service provider operates within various regions, with different local competitors, and even under different laws.

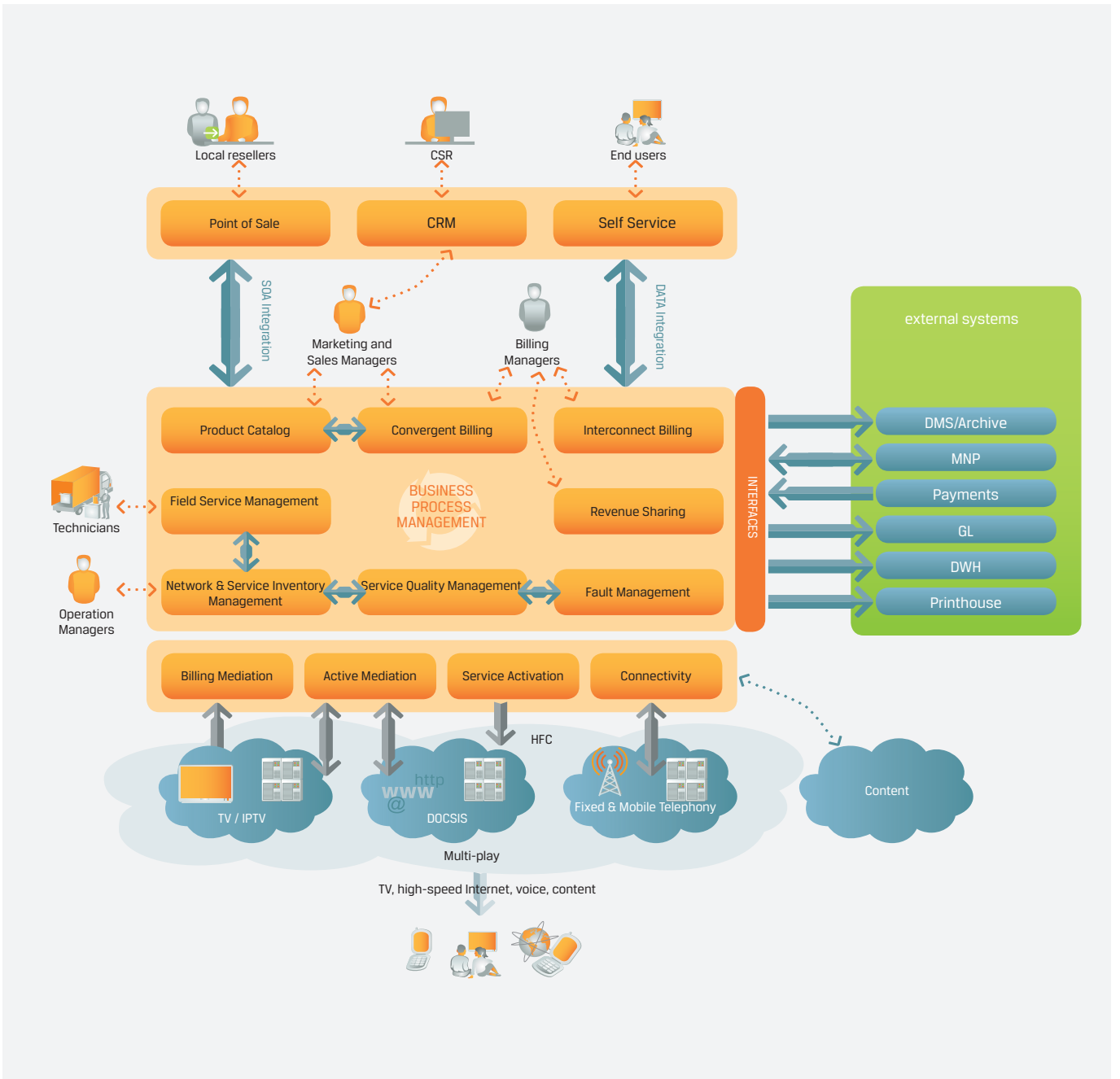
- Flexible product catalog and definition of new products, price plans, services and bundles
- Personalized price plans and discounts
- Targeted multi-channel sales campaigns with spam control for improved sales, without the impact of negative customer experience

Customer orientation in CRM

- Empowered customer service – by gathering key customer relationship management components in a single location, the system provides a single view of the customer for a service provider's employees and partners
- Unified approach to customer interactions - multi-channel and multi-faceted customer data management with homogenous, consistent business rules and policy
- Instant 'anywhere,anytime' self service access for customers to view and manage their data
- Optimal customer experience - through best-practice, pre-configured processes dedicated to multi-service operators and traditional cable TV providers

Open to cable TV market transformation

- Multi-tenancy with support for multiple billing, product, network and payment providers as well as sales partners



- Prepared for mergers and different characteristics of operations in various regions
- Multi-party billing and revenue sharing
- Consolidation of customer information resulting from multiple billing and CRM systems

Error-free invoices for billing departments

- Automated invoice generation with verification capabilities
- Billing and invoicing with invoice-level discounts
- Re-rating and automatic credit corrections
- Convergent rule-based processing, rating and charging

Complete control and security of financial operations

- Integrated subledger with interfaces for G/L
- Payments collection, management and clearing of financial documents
- Bad debts collection and configurable dunning scenarios
- Support for numerous payment methods
- SOX compliance

Flexibility and stability for IT departments

New product implementation

- Expedited and simplified implementation of new services and products designed by marketing departments
- New services can be launched effortlessly, e.g. enabling digital television or adding mobile voice
- Flexible rule-based mechanism-enabling creation of various rating scenarios for TV, including pay-per-view (PPV), Video on Demand (VoD) as well as voice, data and content in a variety of subscription models
- Creation and maintenance of a vast number of individual price plans and discounts

Network integration

- Simultaneous multi-network integration with cross-network mediation and provisioning
- Billing and active mediation capabilities with data format independence, high configurability and superior performance
- Industry-standard charging interfaces (Diameter) and file formats

Network documentation management

- Cable TV-specific inventory with usage of HFC network hierarchy data models and mechanisms of serviceability checking

- Possibility to maintain precise information related to equipment at remote sites, and cable layouts needed to support technicians working in the field
- Support for multi-vendor and all IP networks
- Capacity and utilization management
- GIS support for maps and physical inventory

Process management

- Built-in configurable order management component, ready for open integration
- Business process execution monitoring
- Centralized mass process monitoring and managing
- Advanced task scheduling
- Tuning, optimization tools and events prioritization
- Out-of-the-box incident / problem management

Maintenance and operations

- Managing congestion problems via early detection of network problems and identification of the impact on customer experience
- Plant outages and service interruption detection with fault management capabilities
- Complete view of processing orders from CRM to the network
- Acquiring heightened customer experience with guaranteed high service quality with service quality management
- Reports designer for creating new and adjusting existing reports
- Data security on multiple levels
- Extensive availability and non-stop upgrades for real-time processing components

Minimizing cost and maintaining comprehensive customer service with Field Service Management (FSM)

- Intelligent scheduling and dispatching of technicians (schedules, work time, skills, resources, network data, order data, SLA information)
- Automated task-resource matching based on technician calendar availability, skills and location
- Leveraging data stored in the network inventory in order to support technicians working in the field
- Reduction in unsuccessful truck rolls through usage of mobile technologies, GPS and geographical information systems

■ The solution consists of the following products:

- Comarch CRM for Telecoms, Comarch Self Service and Comarch Point of Sale
- Comarch Convergent Billing
- Comarch Billing Mediation and Comarch Active Mediation
- Comarch Field Service Management
- Comarch Service Inventory Management and Comarch Network Inventory Management
- Comarch Service Quality Management and Comarch Fault Management
- Comarch Service Activation
- Comarch Interconnect Billing and Comarch Revenue Sharing

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About Comarch:

Since 1993, Comarch has been specializing in designing, implementing and integrating solutions and services for telecommunications operators. Experience gained throughout this period, in addition to its knowledge of the latest industry trends led to the development of a wide customer portfolio that spreads across 4 continents and includes the biggest market players: T-Mobile, Telefónica O2, as well as MVNO operators such as Auchan Telecom, France. Comarch customers' satisfaction has always been the strongest confirmation of the quality of its solutions in the areas of billing and inter-partner settlements, as well as management of telecommunications networks and services. The Comarch offering for telecom operators is primarily addressed to **Fixed, Cable and Broadband Operators, Mobile Operators, Wholesale Departments, MVNO/MVNE Operators, ISPs and VoIP Operators and Content Providers and IPTV Operators.**

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