# Triple Play Business Model

problem

Company XYZ is a telecommunications service provider with established customer base. Company's management is concerned about increased customer churn due to competitive pressures from cable companies. Market research shows that the threat of increased competition in the telecommunications sector could be alleviated through offering triple play service bundles (Video, Voice, and Data) to existing customers. After discussions, the management decides to convert the business to a triple play model.

Triple play is a new business model that allows companies to capitalize on their established customer base and expand revenues with low to moderate capital investments. The model is based on offering Video, Voice, and Data services over a broadband connection to residential and business customers. The business model becomes increasingly popular with service providers as it helps them decrease increase customer loyalty, decrease churn and improve overall profitability.

Before adopting the new model, XYZ's management hires an outside consultant to help with equipment selection and deployment. The consultant recommends that XYZ consider purchasing a turnkey Triple Play solution as potential integration and incompatibility issues could lead to significant deployment delays, lost revenues and increased operating overhead. He also recommends that XYZ select a solution that is scalable to accommodate future business growth, interoperable with the broadest set of triple play equipment to minimize incompatibility issues, and one that offers advanced billing functionality to accommodate different billing models and rating plans.
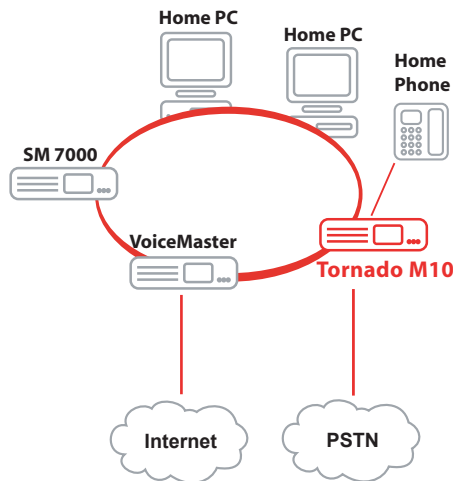
solution

As triple play solutions combine multiple technologies for transporting data over packet networks, they are quite complex and susceptible to equipment incompatibility. Triple play implementation could present significant challenges, especially for service providers without prior experience with the technology. Issues of equipment, codecs, and protocols incompatibility could easily derail even a well planed implementation. Besides deployment delays and cost overruns, such issues could also lead to lower quality of service, dissatisfied customers and lower profitability. Therefore, purchasing a turnkey solution from a reputable equipment manufacturer is highly recommended.

SysMaster Corporation, the global leader in turnkey VoIP equipment solutions, could offer XYZ a turnkey Triple Play solution that meets or exceeds customer requirements for functionality and capacity. SysMaster's solution eliminates the need for equipment integration, speeds up implementation and reduces operating overhead. It also offers high scalability and rapid deployment schedule which is typically less than a week. Compared to alternative solutions, SysMaster's Triple Play solution offers unparalleled billing capabilities with support for comprehensive set of billing models and rating schemes.

A typical SysMaster Triple Play solution has the following requirements:

1 VoiceMaster Billing Server

2 SysMaster Media Gateway(s)

3 Tornado CPE(s)

4 Optional Modules for the Billing Server and the Gateway(s)

5 Remote Installation and Technical Support

6 High Speed Internet Access

7 Contracts with VoIP Carriers

8 Contracts with Media Content Providers

SysMaster can provide items 1 through 5 while the service provider is responsible for items 6, 7 and 8. Figure 1 below shows the SysMaster Triple Play solution architecture.

Triple Play Bussiness Model

solution features

- ▪ " Video-on-Demand and Video Streaming Support
- ▪ " Audio-on-Demand and Audio Streaming Support
- ▪ " Media-on-Demand and Online Content Support
- ▪ " Direct links to TV Sets and Home Entertainment Systems
- ▪ Auto Provisioning via SIP/HTTP/TFTP Protocols
- ▪ Web Cam and Video Phone Camera Support
- ▪ Subscriber Interface via Phone or Remote Control
- ▪ Content and Centralized Selection Management

how does the solution work?

1 The service provider distributes Tornado CPEs to customers.

2 The customer connects the CPE to his TV/Home Entertainment System.

3 The customer uses the CPE Remote Control to select a service.

4 The CPE sends service request to the media gateway.

5 The media gateway in turn requests service authorization from the billing server.

6 The billing server verifies user privileges and account balances and authorizes the service request.

7 The media gateway connects to the servers of the content providers and requests the selected media stream.

8 The media gateway receives streams from the content server and distributes them to the customer's CPE.

9 The CPE receives the media streams, converts them to analog/digital format and delivers them to the customer's TV/Home Entertainment System.

10 Upon service delivery, the billing server records a detailed service record which is used for billing, reporting and management purposes.

benefits

Turnkey Solution

SysMaster offers a truly turnkey Triple Play solution. SysMaster provides all elements of the equipment infrastructure as well as remote installation and technical support. Customers secure high speed Internet access and sign contracts for with VoIP Carriers and Content Providers. In a typical business scenario, the service provider signs contracts with multiple third parties and uses their services on a least cost or best quality basis.

High Scalability

SysMaster fully supports the grow-as-you-go concept. SysMaster's equipment can easily scale from 1 to 16 E1 lines per media gateway while the billing server can scale from 500 to over 20,000 concurrent calls/billing requests. The company offers equipment in several capacity tiers that cover the needs of the whole spectrum of triple play service providers.

Rapid Deployment

SysMaster's Triple Play solution has a rapid deployment schedule - in most cases the solution can be up and running in less than a week. Because of its integrated nature, the solution does not present incompatibility issues which are often the reason for extended deployment delays and additional costs.

High Affordability

SysMaster's Triple Play solution is highly affordable for both new users and existing customers who what to expand their system capacity. In fact, it is the solution with the best features/cost ratio in the industry. As SysMaster uses a tiered capacity approach where each successive equipment tier doubles the capacity of the previous one, customers can upgrade in incremental steps without overspending for capacity that they don't immediately need.

Future Proof Solution

As a modular and highly scalable solution from reliable and established vendor, SysMaster's Triple Play solution is designed to be future proof. The solution supports all major VoIP and VoD protocols and codecs to ensure maximum compatibility with existing infrastructure. At the same time the engineers at SysMaster continuously develop software updates to accommodate changes in underlying technology.

contact us

SysMaster Corporation
370 N. Wiget Lane, Suite 100
Walnut Creek, CA 94598
USA

info@sysmaster.com
toll free: 1-877-900-3993