

## TV Numéric manages its Subscriber Data with "Order to Cash"

The international TV market is on the move. Television, no matter whether IPTV, TV on the mobile phone, mobile TV or pay TV, is trendy. This also applies to France. In September 2007, TV Numéric as third player entered the pay TV market. The company relies on efficient business processes for order management, customer relationship and billing. These are supported by Devoteam Group's "Order to Cash" on-demand solution.

"We are primarily targeting customers that are not able and do not want to pay more than fifteen Euros for pay TV per month", explains Daniel Thieriet, President and CEO at TV Numéric. So the pay TV provider has a targeted offer for the French mass market. The prospects for the number of subscribers are ambitious. In the first year, the new pay TV provider wants to gain 400,000 new subscribers. Within five years, around 1.5 million subscribers are expected to use the offer of TV Numéric.



*TV Numéric viewers: TV offer for the entire family*

But not only the selected program offer, the straight-forward customer approach and the planned growth are based on a sophisticated strategy. As to the IT, TV Numéric has as well proceeded deliberately. The focus was on a so-called Subscriber Authorisation and Management System.

"From the very beginning, we were looking for an efficient IT solution. To this aim, we have decidedly defined our requirements. We wanted our business partner to develop the selected IT solution and in a next step to run it as an on-demand solution", explains Thieriet.

### Efficient IT Solution wanted as On-Demand Offer

This way, the company can satisfy its corporate principles in the areas of IT: no in-house employees, maximum outsourcing, minimised risks, and the fastest possible time-to-market. Several bidders participated in the request for proposal. Finally, the "Order to Cash" on-demand solution for Devoteam Group's Subscriber Authorisation and Management System made the grade.

In the view of TV Numéric, there were several reasons to favour this decision. "Devoteam Group did immediately understand our business model. Its consultants were able to point out the required business processes as well as to map them to the solution", explains Thieriet. Moreover, the IT service provider could convince with the demonstration of its Subscriber Management System, ensuring its operation as on-demand solution. The benefit is obvious: "We therefore can free ourselves to fully concentrate on our core business and need not bind resources to develop the specific know-how on our own", adds Thieriet.

### About TV Numéric

TV Numéric is a new provider in the French pay TV market. The company uses the modern digital video broadcasting terrestrial (DVB-T) for the delivery of digital television and data services. Its TV channel bouquet includes besides the seven chargeable channels: Canal J, TF6, AB1, Paris Première, Planète, LCI and Eurosport, twelve free DVB TV channels as well as six channels available across the country. TV Numéric can therefore provide an overarching pay TV offer to reach a maximum number of viewers with specific programmes for kids and teenies, and news, series as well as sports for the whole family. The price for a bouquet amounts to EUR 8 per month plus a monthly rental fee of EUR 5 for renting the set top box, plus a one-time registration fee of EUR 38 and a one-time rent deposit amounting to EUR 40. TV Numéric was founded in 2003 and has its head office in Rungis near Paris, France.

Please see <http://www.tv-numeric.com> for further information

# Subscriber Data Management with "Order to Cash"

## Controlling Pay TV via a Subscriber Management System

The Subscriber Management System integrates all processes that directly address the customer. It thus represents the central customer database of TV Numéric – ranging from the customer request to the customer care. The pay TV offer is distributed via the Internet, hotline or sales representatives. "The subscriber can quickly and easily register through our central webshop. The order data are then forwarded to our Subscriber Management System", explains Thieriet. In a next step, the system triggers the delivery of the digital devices – set top box and smart card. At the same time, the new subscription is activated.



Set top box: Decoder for signals that are received via the house antenna

Subscription validation and management are performed via the Subscriber Authorisation System which continuously monitors the access to the activated set top box and initiates the billing process. The system controls the billing of the one-time registration fee as well as of the monthly subscription fees. Moreover, it supports the customer service of TV Numéric and allows for a comprehensive reporting.

"By means of this system, we can seamlessly manage our entire customer management via our customer hotline or via the Internet self-services", adds Thieriet.

The entire range of services of the Subscriber Management System has been tested in spring 2007. "We have provided 500 test customers with home antennas, set top boxes, and smart cards. Thus, we could put the solution through its paces", explains Thieriet.

The set top box works as a decoder that allows the television to play back the signals received via the house antenna and – depending on the equipment – allows the viewer to use virtual interactive services. The Subscriber Management System has passed all function tests: All services have run without any problems.

## From Testing to a successful Product Launch

Hence, TV Numéric decided to launch its offer on the French market in the middle of September 2007. "On the one hand, we offer our subscribers interesting and informative entertainment on all channels. On the other hand, they receive non-bureaucratic help and comprehensive services on all channels due to the Subscriber Management System", describes Thieriet the benefits of TV Numéric's pay TV offer whose market entry was promising. The number of subscribers increases every day. Thus, the "Order to Cash" on-demand service contributes to the visible success, which remains invisible to the pay TV subscriber.

## About Devoteam

Devoteam is a leading IT consulting group in Europe and was created in 1995. Combining consulting and technical solutions offers enables Devoteam to provide its customers with independent advisory services and effective solutions that meet their industrial objectives. Headquartered in Levallois-Perret (Paris, France), the Group counts more than 4,500 employees in 23 countries. Devoteam achieved in 2008 a turnover of 460M Euro.

In January 2009 Devoteam Danet was integrated into Devoteam. The company offers business and IT consulting, IT solutions and IT services – especially in the sectors automotive industry, financial services, telecommunications & medias and transport & logistics. Devoteam Danet counts 390 employees and achieved in 2008 a turnover of 42.5 M Euro in Germany.

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