

THE CHALLENGES

- Gain larger consumer share of multi-unit dwelling
- More effectively compete with new entrants and other operators
- Seize opportunity in an emerging market

THE SOLUTION

- Better manage multi-play services, streamline workflows and improve efficiency
- Enhance capabilities through new features that support standardization
- Leverage best-in-class solution to define the market, drive sales and deliver best customer care

THE BENEFITS

- Reduce total cost of ownership (TCO) with more out-of-the-box functionality
- Increase average revenue per user (ARPU) through up-sell and cross-sell
- Decrease churn by improving customer experience and quickly launch new products to meet market demand



Irdeto system enables DirectTV PanAmericana to gain a stronger regional foothold in the region

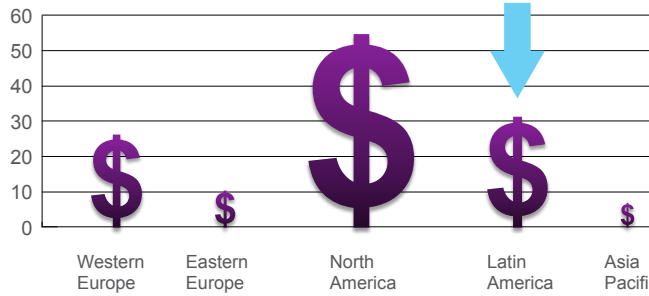
Delivering premium content to over six million subscribers, DIRECTV PanAmericana is the region's leading television services in Argentina, Chile, Colombia, Ecuador, Peru, Venezuela, Puerto Rico, Uruguay & The Caribbean.

THE CLIENT

DIRECTV PanAmericana provides a premier video experience through acquisition, production and distribution of exclusive content, excellence in full customer experience and continuous deployment of the latest technologies for video entertainment.

“For many years, Irdeto has contributed to DIRECTV PanAmericana’s growth and success in the PanAmericana region. Supporting our company’s commitment to continuously improve the customer experience, DIRECTV relies on Irdeto’s technology, functionality and ability to specifically address targeted market segments to achieve our business goals.”

Antonio Pages
CIO for DIRECTV PanAmericana.



Monthly Pay TV ARPU (US\$) per region (2011)

Source: Informa Telecoms & Media

IRDETO'S ROLE

Irdeto provided DIRECTV PanAmericana with an innovative customer care and billing solution, Irdeto Customer Central, with out-of-the box capabilities specifically designed for pay TV. With a team of experts, Irdeto helped the operator implement the solution to address their current needs, and ensured their ability to support next-generation services quickly and easily in order to compete.

Irdeto Customer Central, deployed by operators in more than 40 countries, helps operators effectively define, sell, deliver, bill and support media services for consumers and business customers.

“Emerging market anticipated to reach 73.2 million pay TV subscribers by 2016, up 68% from 43.5 million in 2010.”

Informa Telecoms & Media Industry Analyst

Direct TV Service Promotion Video

DIRECTV BRINGS YOU THE BEST TELEVISION

Enjoy the most complete television experience with the best technology from DIRECTV. Record your favorite shows, fast forward, pause, and rewind live TV; make a Smart Search and more.

Click video to open link or scan code

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THE SCENARIO

DIRECTV PanAmericana has realized tremendous growth over the past few years and is firmly entrenched as the market leader for pay television services throughout its PanAmericana region.

The company's growth can be attributed, in large part, to its premier content and outstanding customer service as well as the explosive growth in the region. In fact, industry analysts from research firm Informa Telecoms & Media anticipate pay TV subscriber numbers will reach 73.2 million by end-2016, up 68% from 43.5 million in 2010.

However, DIRECTV PanAmericana is not the only pay TV service provider that has recognized the tremendous opportunities in the region. Existing operators continue to expand their offerings while new entrants emerge in this market.

To maintain its customer base, identify new market opportunities and expand its presence throughout the region, DIRECTV PanAmericana decided to build on the success of its existing customer care and billing technology from Irdeto by adopting the latest release of the solution offering.

Through the Irdeto solution, which features a more robust product catalog, DIRECTV PanAmericana is better able to:

- Easily navigate the creation of new and differentiated bundles through wizard-based configurations
- Handle multiple types of products and services
- Offer a-la-carte purchases of single, non-recurring products
- Ensure secure delivery of content through the pairing of a smart card and decoder
- Temporarily suspend products without extensive back-end adjustments



DIRECTV in Latin America

THE STRATEGY

- Upgrade the DIRECTV operators in the PanAmericana region to the latest version of Irdeto Customer Central, which addresses the broad scope of current market requirements and helps prepare for the next generation of pay TV services, Sky Brazil will follow
- Protect the robust features and functionality of its existing technology solution while enhancing the customer experience with additional features and options
- Align billing processes across the entire region through standards-based technology that accommodates the integration of various applications and tools and supports best-of-breed environments
- Create an agile infrastructure that enables individual operators to develop and deliver customized offerings in response to changing market demands as well as shifts in internal business processes

WHY IRDETO?

DIRECTV PanAmericana relies on the latest release of Irdeto Customer Central based on several significant enhancements, including:

- A more comprehensive end-to-end offering that brings together features and functionality to define and reach desired markets through targeted CRM capabilities
- Billing, provisioning, workforce scheduling, contact management, support, and reporting capabilities
- The ability to more easily manage costs and maximize revenue for premium television delivery
- A way to broaden its reach to mixed rural and urban landscapes, residential markets and expansion into MDUs
- A focus on prepaid, differentiated marketing and customer care needs with a full suite of configuration options

THE FUTURE

DIRECTV PanAmericana has the technology underpinnings that ensure that the company is poised for continued growth. Moving forward, the pay TV provider aims to continue to leverage the Irdeto solution to:

- Deliver outstanding customer service
- Provide differentiated content in anticipation of customer demands
- Gain a stronger foothold in the region by expanding its offerings
- Earn the lion's share of the anticipated 73.2 million regional pay TV subscribers