Case Study: MultiChoice - DStv DTH services

Introduction

MultiChoice is a South African company that operates the DStv Satellite Television service, the main satellite TV service in Sub-Saharan Africa. MultiChoice is owned by the Naspers media conglomerate. DStv satellite services are viewed in more than 6.5 million household across 50+ African countries, services also include VOD & PVR in addition to regular SD & HD live TV broadcast. With an annual increase of 20% new subscribers, MultiChoice wanted to maintain a long term Technology outsourcing partner for STB services including application development, system integration and testing.
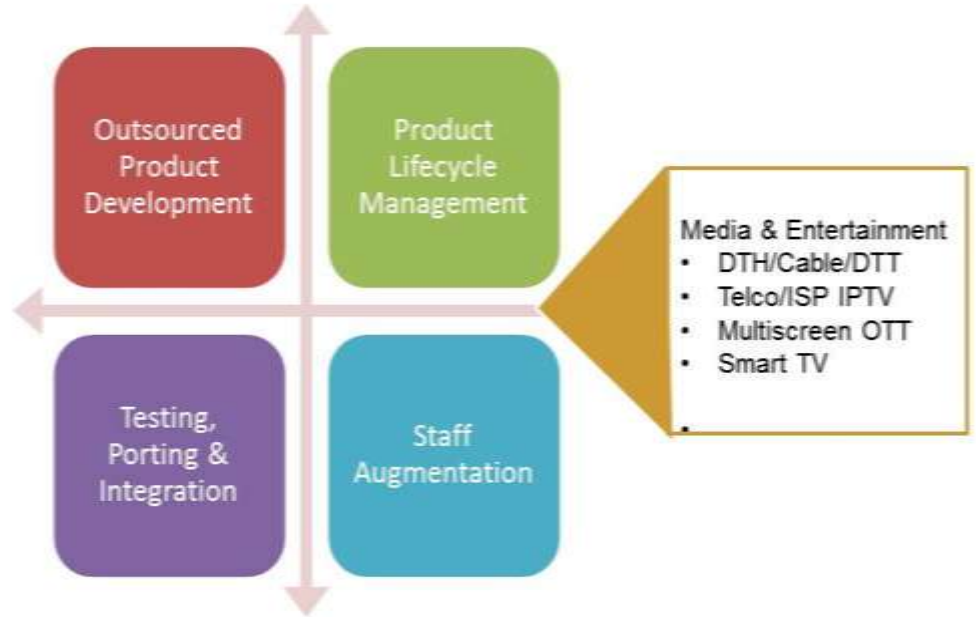

Requirement

Healthy growth in subscriber number-with launch of new STB models every season, and procurement from multiple STB vendors, it was a major challenge to harmonize look and feel, and to meet the quality standards. Multichoice wanted to minimize the head count of the highly skilled staff, and also keen to reduce the development and testing lifecycle. Opting for a right technology outsourcing partner was the need of the hour, and also to meet the speed of business growth it was extremely important to engage with a digital media IT solution company having the specialization in STB platform development including HAL, middleware, application development, GUI development and testing.

Solution

Corpus software with decade old proven track record in media industry was the unanimous choice for MultiChoice, and engaged in a long term contract as a technology outsourcing partner. Corpus software

created a unique mix of hybrid service delivery model with onsite, near-shore and off-shore team. The high lights are as follows:

- o **Extended Team:** A dedicated project team including developers and testers, based in South Africa
- o Interactive Application Development using Irdeto & Open-TV middleware.
- o Various Integration & enhancement using chipset SDK (ST & BCM)
- o New feature development such as VOD, PVR, Interactive applications, Series Link
- o OpenTV network package customization
- o Support: Root cause analysis, bug fixing and enhancements
- o Testing services which include System Integration Testing & Certification
- o Supporting Strom test (S3) automation testing tool with test case definition, execution and reporting
- o Supporting in managing and streamlining build & release process specific to each STB model

Outsourced Product Development

Product Lifecycle Management

Testing, Porting & Integration

Staff Augmentation

Media & Entertainment
- • DTH/Cable/DTT
- • Telco/ISP IPTV
- • Multiscreen OTT
- • Smart TV

Benefits:

- o Brought focus on core activities
- o Cost and Spend Management - using combination of onshore and offshore team
- o Reduced overhead

- o Flexibility for operations
- o Continuity & Risk Management
- o Speed to Market
- o Quality Assurance and Integration Testing

About Corpus:

Corpus Software is one of the faster growing IT solution and services company focused on Digital Media Entertainment, Embedded technology and Business Analytics with offices and partners across Americas, Europe, APAC, Middle east & Africa. We work with clients in most emerging technology, that's where we make their business strong and bring in real difference in the way peer operates. A diverse workplace with continues focused towards developing unique ideas and contributions to make our clients business grow, and to keep the momentum going.

Offices: Dallas, London, Singapore, Johannesburg, Hyderabad and Bangalore