



# Case Study: UPC, Europe - Message Delivery Server

## *Introduction*

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UPC Broadband is a Pan-European Communications company owned by Liberty Global and is active in several European countries providing bundled cable television, internet and telephone services. UPC serves about 13.4 million subscribers in 10 countries of Europe, and is the absolutely dominant provider in countries like the Netherlands, Ireland, Poland, Switzerland, Austria, Slovakia, Hungary and Czech Republic. Liberty Global's European operations is divided into two business units, UPC Broadband and Chello, or Chellomedia; which is also a very large media provider on the European continent.



## *Requirement*

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UPC was looking for a technology media company to develop an interactive communication platform that mediate exchange of information between the service application and the Set Top Box connected to the television set. The requirement of the messaging platform was to enable messaging on TV screen, develop targeted advertisement system, and other related features. With its domain experience and proven track record and capability in developing multiple Value Add Services on all major media technology, Corpus was selected as the perfect vendor to fulfill the requirement.

## *Delivery*

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Corpus has successfully delivered the Message Delivery Server (MDS) to UPC. MDS is part of the flexible messaging and the Smartnet project defined by UPC. Corpus has combined its expertise in telecommunication and iTV sector to provide the TV users to experience multimedia, communication and information on the TV. With support for telephony on TV, message inbox on TV capabilities the server forms the basis for a new generation of portable and powerful blended services. Enabling the TV to become a device for communication and interaction allows UPC to differentiate their service bundles from their competitors attracting new consumers and reducing churn.

The platform architecture provides functions that mediate interaction between the services of the communication, application, multimedia servers and the Set Top Box that delivers services to the television set. This platform enables a wide range of innovative capabilities such as General messaging and alerts, Targeted advertisement, Service or Network information, Subscription notifications, welcome messages for new customers, Up-sell and cross-sell offers, Promotional offers, Launch of new products.

Below is the list of technology competencies of corpus team:

System Integration & Porting	Driver Dev, Middleware Porting, CA Integration, Headend Integration	
Bespoke Solutions	Java, .NET, WPF & PHP based solutions	
	Companion App solutions	
Embedded & Interactive application	OpenTV	OpenTV 2.0, EPG, Interactive application & Games
	MHP	Irdeto IMW, Osmosys, EPG, Interactive apps
	Mediaroom	ADK 2.0/3.0, Interactive applications & games dev.
	SmartTV	Interactive applications development
Testing	STB, DVB-H	Unit Testing, Integration testing, System testing
	WEB	Functional, Usability, Performance, Load, Automation
UI Design	Graphics	Adobe, Photoshop CS5, Adobe Illustrator CS5
	Animation	Flash –Actionscript programming 2.0/3.0, HTML5
Support and Maintenance	Infrastructure, Product & Applications enhancements	

As the Corpus delivery team completed the project quick with hurdles, UPC had also chosen Corpus software as the nominee in the category of “Best Breakthrough Supplier” for "UPC Broadband 2008 Vendor Awards". The awards are designed to recognize those suppliers that have structurally supported UPC Broadband over the past year.

**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

