PayWizard

SIX FACTORS TO CONSIDER WHEN IMPLEMENTING A SUBSCRIBER MANAGEMENT SYSTEM

The explosion of connected devices means viewers are demanding their favourite content whenever, wherever and however they choose - all at the touch of a button. And although broadcasters and content owners are responding to this change and delivering the much sought after TV everywhere experience, they are facing the commercial challenges of enhancing the viewer experience whilst embracing new routes to market.

In order for media companies to successfully monetize the TV everywhere experience, a strong and meaningful customer relationship needs to be developed. And as today's viewer takes an active role in their TV experience, they also need to be engaged across the multitude of devices available to them in order to make this a reality.

The primary business model for monetizing the TV everywhere audience continues to be predominantly pay subscription. But because of the plethora of devices, platforms and territories available, subscriber management is no longer as straight forward as it used to be, and having different Subscriber Management Systems (SMS) for multiple devices and relationships becomes a major challenge for broadcasters, content owners, MSO's and telcos.

What media companies really need is a sophisticated SMS - a system that provides a compelling consumer experience that is tailored to the viewer's wants and needs, and is easy and enjoyable to use. And here is what our experts believe to be the most important factors to consider when implementing such a Subscriber Management System.

1. MEDIA SPECIALIST

When implementing a SMS, it is important to choose a media specialist vendor that truly understands your needs. A key success factor will be selecting a subscription and billing partner that understands the requirements of your company - whether you are a broadcaster, channel brand, triple play operator, live event broadcaster or digital media business. It is therefore important to clarify the vertical experience of your proposed vendor to ensure that they are the right fit for you.

> *With over 16 years experience in the media sector, PayWizard has a long history of integrating payment and business solutions into complex commerce platforms. Our engineering team have developed in-depth specialist knowledge of DSAT; DTT; IPTV; HbbTV; Connected TV; premium content and PPV assets; customer automation; media technologies like broadcast middleware; and conditional access.*

Jonathan Guthrie
Chief Executive

Ensure you consider the following when selecting a media specialist vendor:

- How well your chosen vendor understands the rapidly evolving subscription landscape within the media sector

- How well it understands the customer revenue lifecycle: for example subscription for premium content

- The vendors ability to support multiple devices, multiple platforms, multiple currencies and multiple territories

- Check the vendor has proven interoperability with broadcast or video infrastructure.

2. INTEROPERABILITY

Whether subscription and billing management is a core or secondary activity within your business, it is important to have a system that is interoperable. Inefficient, overloaded or non-communicative systems, coupled with overused resources such as back office or operations, will negatively impact a business and divert time and effort away from core operations. This can significantly impact growth as well your business' ability to respond to the dynamic media market.

> *Channel brands and broadcasters need to be able to authenticate, perform entitlement checks and deal with messaging traffic across a number of screens and territories effectively and efficiently. In order to do this, companies should connect their disparate systems together- this will allow them to draw out data and extend their audience reach without compromising on security. PayWizard Enterprise can help you to do this.*

Craig Baxendale
Director of Product Development

Ensure you consider the following for an interoperable system:

- Does your vendor have proven experience of successfully integrating into other eco-systems?

- Does it have proven operations at scale and load with active systems monitoring?

- Make sure you investigate the levels of integration and partner maturity within your chosen eco-system.

3. DATA

Data is an important asset to your company, and it is vital to know how to use this information effectively. It is a key requirement for any vendor to be able to turn big data into actionable data in order to drive subscriber engagement as well as revenues.

> *Actioning insight from data supports the delivery of relevant communications to viewers - increasing subscriber retention and loyalty. Offering viewers a personalized package that is based on their content choices will encourage viewers to make more purchases, driving revenue and profitability.*

Chris Trueman
Director of Financial Operations and Business Intelligence

4. QUICK TIME TO MARKET

Another important factor to consider is time to market. Implementing your subscription and billing platform should take a matter of weeks or months, and it should be cost effective - it should not impact on IT, finance or operation resources too heavily. It is therefore important to check your vendors levels of productisation, solution specific functionality and configuration capability to ensure a quick time to market.

5. SMS FLEXIBILITY - FOR NOW AND THE FUTURE

Revenue generation within the broadcast and media sector is constantly evolving. The industry is being driven by changes in products, services, devices and platforms, so it is important to have a SMS that is flexible to changes in direction. This will ensure that your SMS can quickly respond to expanding or emerging markets.

Ensure you consider the following for data-orientated SMS:

- Can your vendor ingest data from a variety of different sources?

- Can you view and manipulate your data in real time and in an easy to use format?

- Does your vendor help your company understand the data available, creating insight and action to drive your business forward?

- Can you create usable data that will drive your KPIs?

Ensure you consider the following for a quick time to market:

- The integration time and the quality and ease of use of API architecture

- The ease of integration into existing systems, whether that be your website, back office, CRM, or billing system

- Resource availability. Is your vendor a critical mass supplier in your territories?

Ensure you consider the following for a flexible SMS:

- Can your chosen vendor bundle products, devices and platforms for seamless management?

- Does it allow for complex subscription options?

- Does it have a multiple blended business model for Freemium, TVOD, SVOD and subscription payments?

- Does it enable diverse payment options, supporting local, national and global payments?

6. SECURITY, PERFORMANCE AND COMPLIANCE

Ultimately, you need an SMS that can perform. It is crucial that you seek a highly operationally focused vendor who has invested heavily in the development of a robust, scalable and continuously monitored platform to ensure it can manage and support your business.

> *Our live-to-live data centres and robust business continuity/disaster recovery infrastructure provides the highest levels of availability and business continuity for hosted services. PayWizard's on-going investment in our platform and a phased roadmap delivery process ensure we are the right subscription management and billing partner for your business…now….and in the future.*

David Kerr
Director of Technical Services

Ensure you consider the following for a robust and able SMS:

- Does your vendor have a demonstrable track record of successfully handling high volume inbound traffic spikes? (This often occurs during high profile sporting events)

- Can your chosen vendor provide a technical Service Desk where suitably trained staff can handle reporting of incidents or service requests for consistent support and maintenance?

- Is your vendor compliant to regulations? Check that your vendor's pay pages remove your systems entirely from the scope of PCI DSS.

IN CONCLUSION

At PayWizard we believe that in order to truly monetize the multiplatform world, it is important to combine an intelligent subscriber management technology with rich marketing functionalities and a powerful finance system. And that is why our enterprise class software platform does exactly that. Our award-winning technology enables us to deliver a highly interoperable end-to-end solution that will enhance the viewer experience across all screens.

Each year we enable more than $400million in pay TV revenues for over 20 of Europe's largest media companies including: