Product Portfolio for Digital Roadmap

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Who we are ?

We are Digital Platform and Solution provider

Embryo Software Solutions is a young firm, registered in India and provide targeted solutions specific to Industry.

Having experience working in Telecom, Billing Solutions, Digital platforms, Managed Services, Customer Care and MVAS. Our offerings are developed around user experience, user acquisition and revenue advancement.

We built innovative and customer-centric technology services and solutions that help businesses to transform towards digital world.

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"

"Today there are more mobile connections (7.9 billion) than people on the planet."

"4.7 billion people will be accessing the internet through mobile by 2020"

"The future of mobile is full of opportunity and its right in the palm of your hand"

GSMA-Mobile Economy

Platforms and Services to support Digital Transformation
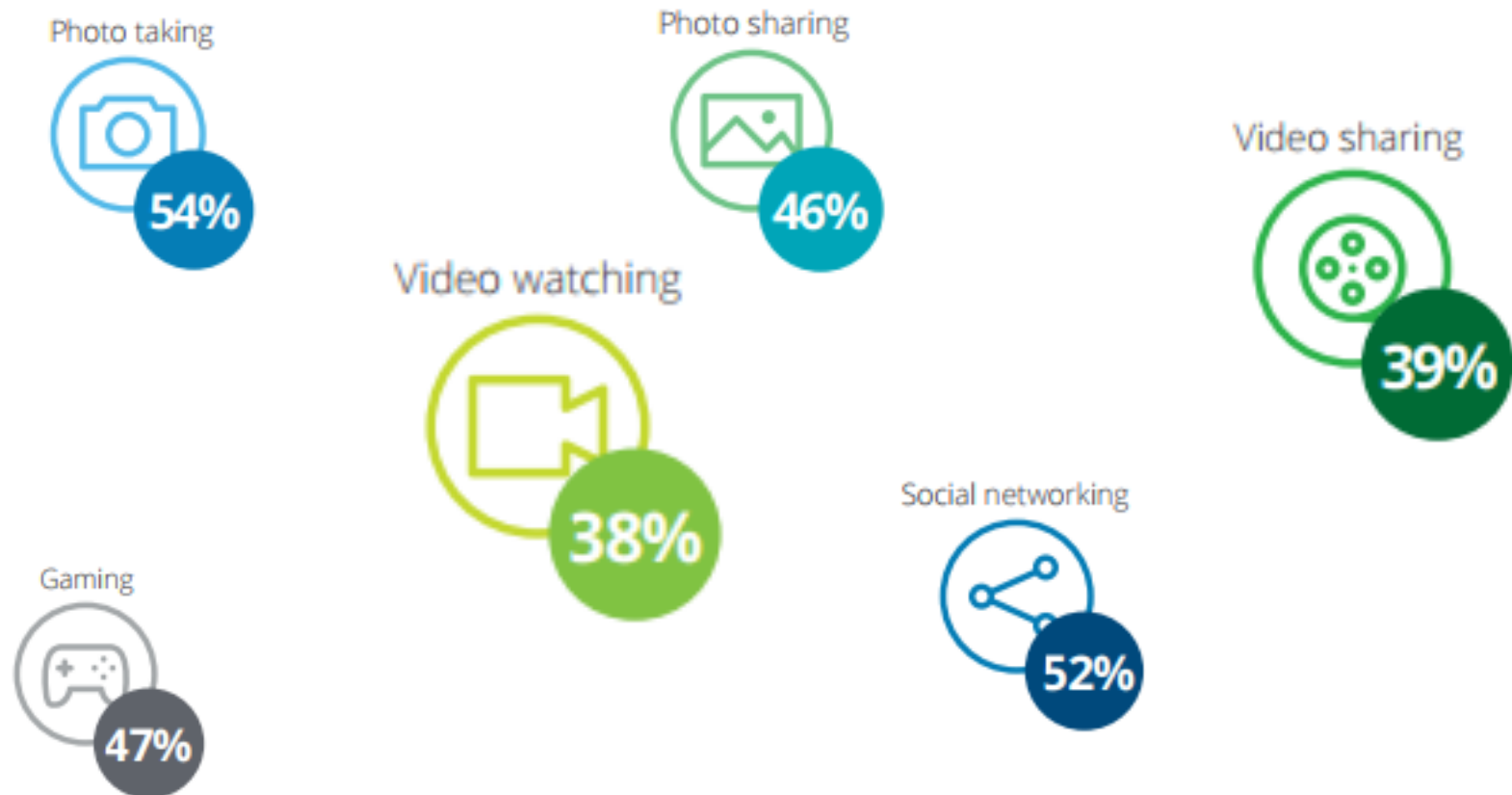
Network Subscribers (Worldwide)

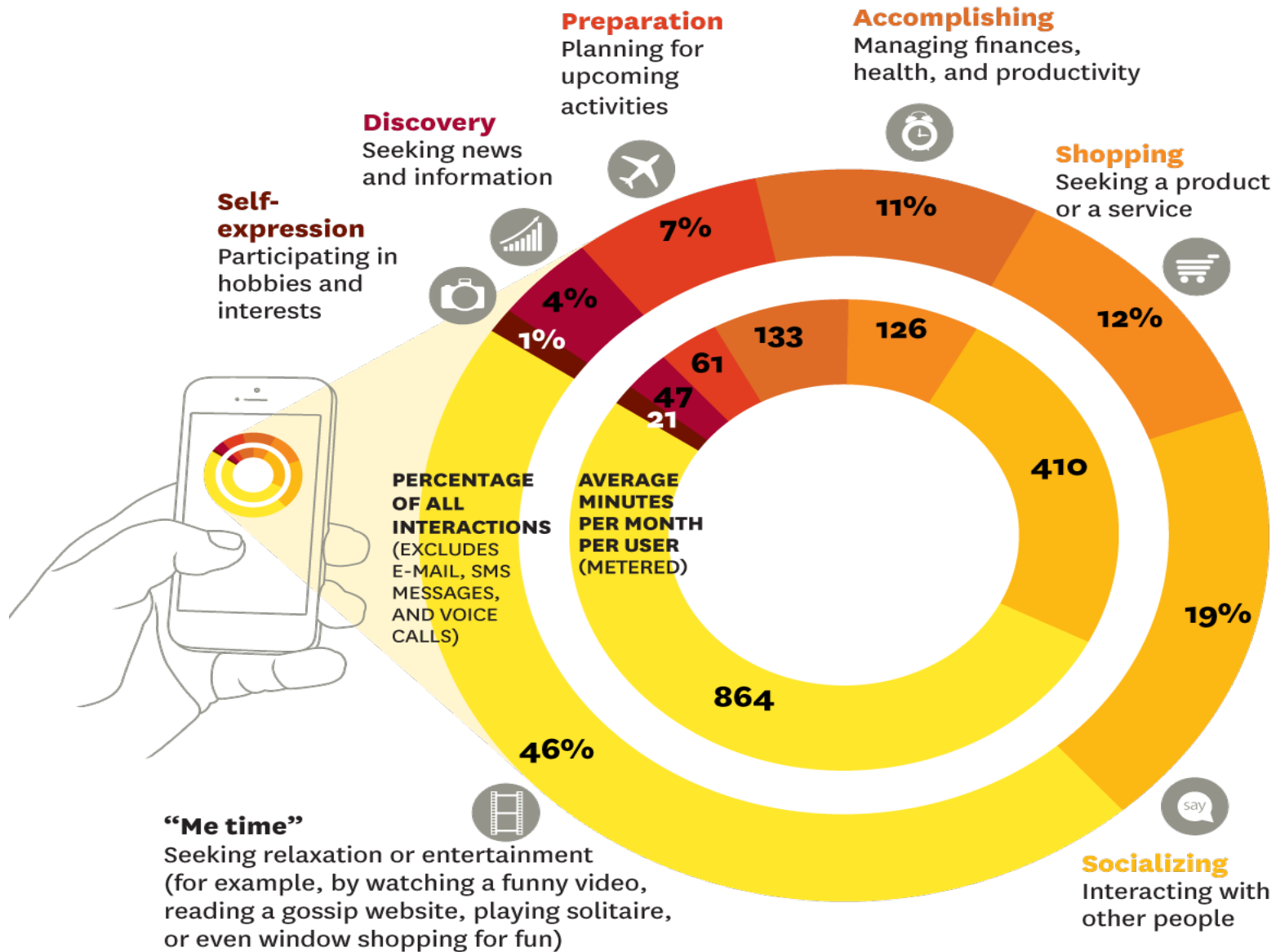There will be around **5.86 billion** unique mobile subscribers by year 2025

In the same region, SIM connections will reach **9.2 billion** that is 112% of penetration by year 2025

Mobile Broadband connections to reach **61%** by that time

By 2025 there will be **5.0 billion** mobile internet users

Top Smartphone usage

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Preparation
Planning for upcoming activities

Accomplishing
Managing finances, health, and productivity

Discovery
Seeking news and information

Shopping
Seeking a product or a service

Self-expression
Participating in hobbies and interests

7%

11%

4%

1%

12%

133

126

61

47

21

PERCENTAGE OF ALL INTERACTIONS (EXCLUDES E-MAIL, SMS MESSAGES, AND VOICE CALLS)

AVERAGE MINUTES PER MONTH PER USER (METERED)

410

19%

864

46%

"Me time"
Seeking relaxation or entertainment (for example, by watching a funny video, reading a gossip website, playing solitaire, or even window shopping for fun)

Socializing
Interacting with other people

What are the opportunities for growth

Over the Top (OTT) media platform is the answer

OTT Services

Messaging and Voice Services (Communication Services)
VOIP and Instant messaging based services, these are real time services and are usually person to person based services.
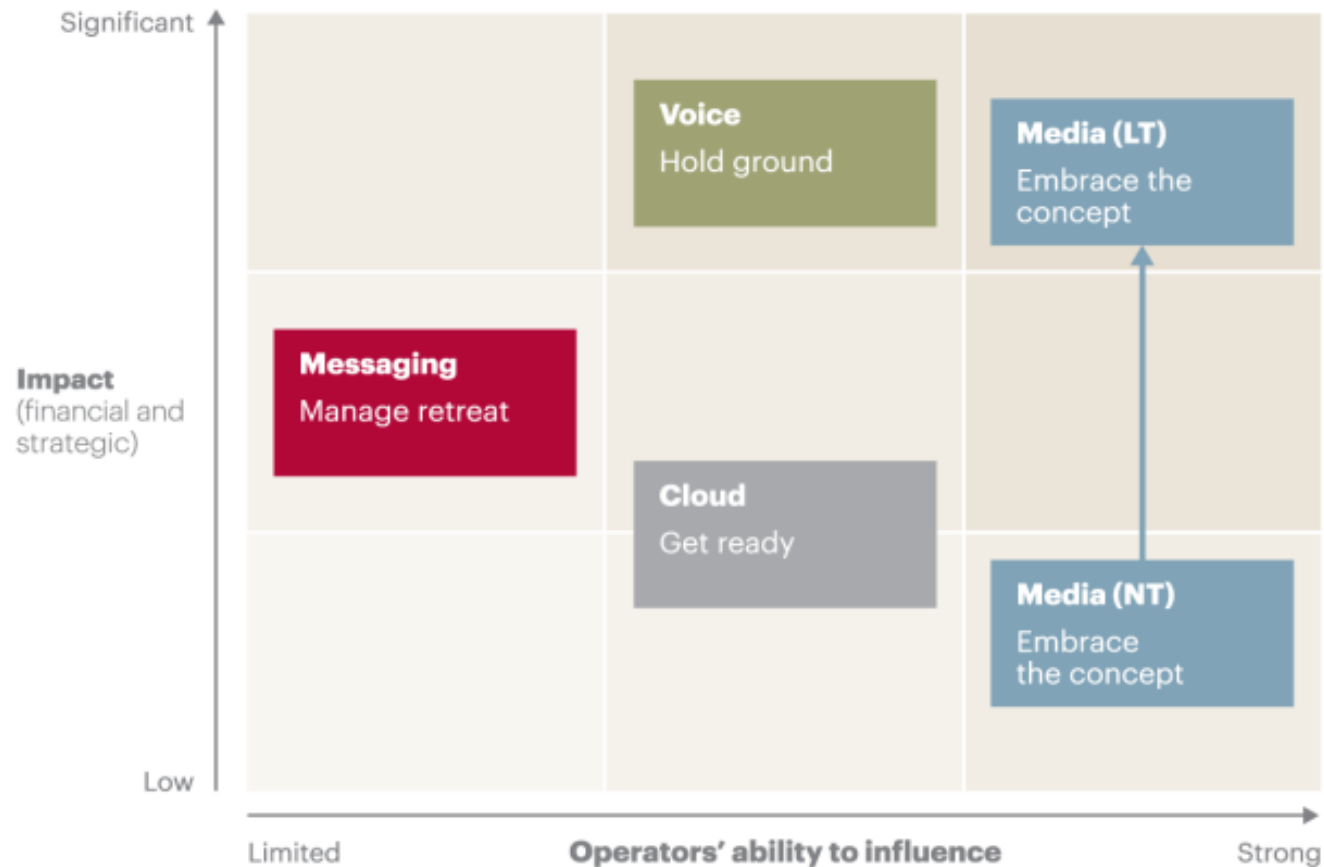
Application Ecosystem
Services which are more towards social networking, E-Commerce, Mobile Payments, Mobile Wallets and Mobile Banking.

Content (Media Services)
OTT-TV, OTT Video, Streaming and Video on Demand (VoD). This include services and app based on music, entertainment and connect content providers to the users.
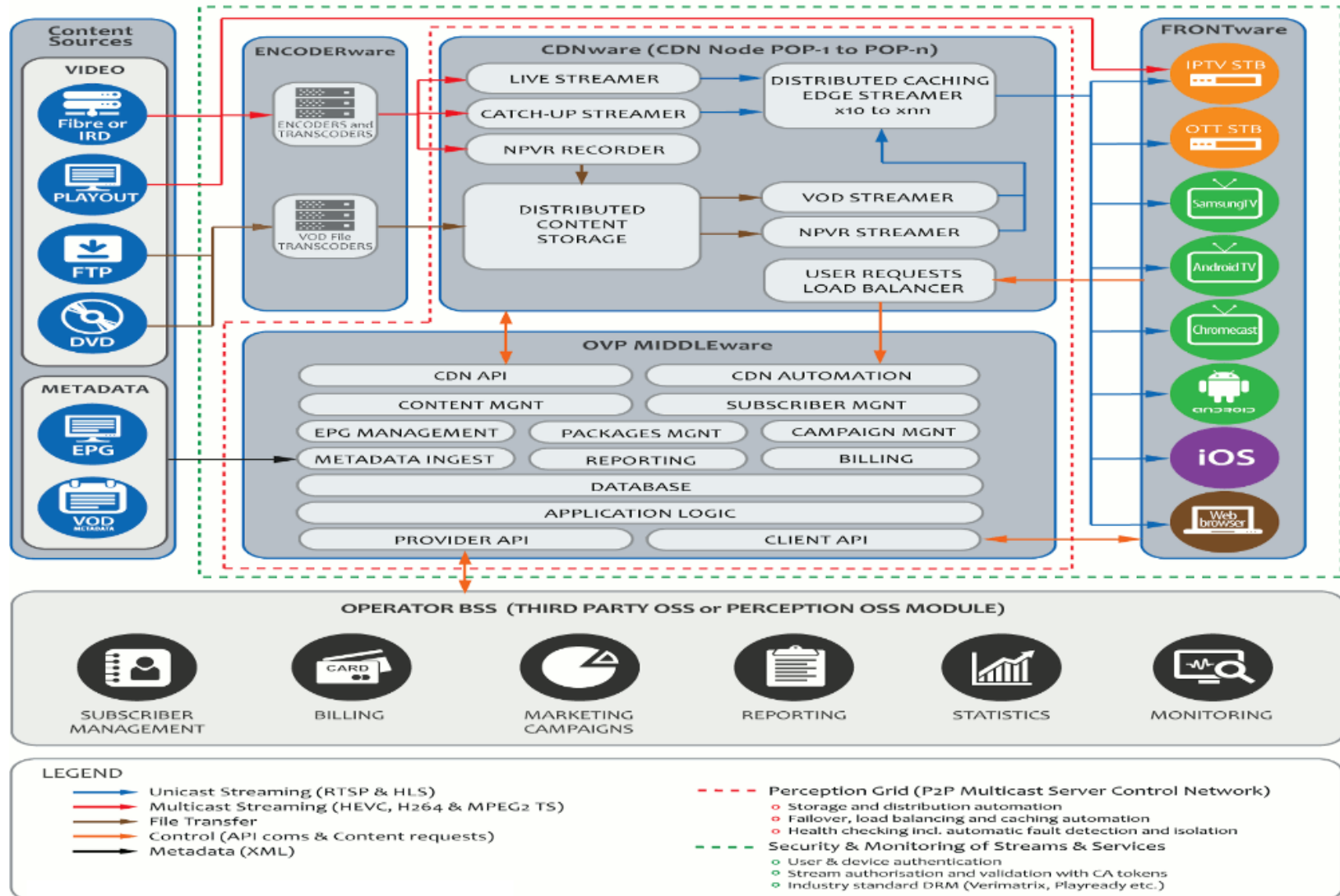
OTT Services

Significant

Impact
(financial and strategic)

Low

Voice
Hold ground

Media (LT)
Embrace the concept

Messaging
Manage retreat

Cloud
Get ready

Media (NT)
Embrace the concept

Limited   **Operators' ability to influence**   Strong

Note: LT is long term; NT is near term.
Source: A.T. Kearney analysis

OTT Platform

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Content Sources

VIDEO
- Fibre or IRD
- PLAYOUT
- FTP
- DVD

METADATA
- EPG
- VOD METADATA

ENCODERware
- ENCODERS and TRANSCODERS
- VOD File TRANSCODERS

CDNware (CDN Node POP-1 to POP-n)
- LIVE STREAMER
- CATCH-UP STREAMER
- NPVR RECORDER
- DISTRIBUTED CACHING EDGE STREAMER x10 to xnn
- DISTRIBUTED CONTENT STORAGE
- VOD STREAMER
- NPVR STREAMER
- USER REQUESTS LOAD BALANCER

OVP MIDDLEware
- CDN API
- CDN AUTOMATION
- CONTENT MGNT
- SUBSCRIBER MGNT
- EPG MANAGEMENT
- PACKAGES MGNT
- CAMPAIGN MGNT
- METADATA INGEST
- REPORTING
- BILLING
- DATABASE
- APPLICATION LOGIC
- PROVIDER API
- CLIENT API

FRONTware
- IPTV STB
- OTT STB
- SamsungTV
- Android TV
- Chromecast
- android
- iOS
- Web browser

OPERATOR BSS (THIRD PARTY OSS or PERCEPTION OSS MODULE)
- SUBSCRIBER MANAGEMENT
- BILLING
- MARKETING CAMPAIGNS
- REPORTING
- STATISTICS
- MONITORING

LEGEND
- Unicast Streaming (RTSP & HLS)
- Multicast Streaming (HEVC, H264 & MPEG2 TS)
- File Transfer
- Control (API coms & Content requests)
- Metadata (XML)
- Perception Grid (P2P Multicast Server Control Network)
  - Storage and distribution automation
  - Failover, load balancing and caching automation
  - Health checking incl. automatic fault detection and isolation
- Security & Monitoring of Streams & Services
  - User & device authentication
  - Stream authorisation and validation with CA tokens
  - Industry standard DRM (Verimatrix, Playready etc.)

OTT Platform-Key Components

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- Support Multiple Streaming Formats - Video & Audio Streaming (Live & On-demand)
- CDN – Supports integration with all major distribution networks
- DAM - Content Rights, Content Partners, Payouts Management
- Video/Audio Player - HTML5 based online Video Player
- Multi-lingual - Multi Lingual Support
- Mobile & TV Apps - Unicast and Multi cast streaming
- CMS - CMS to manage, Apps, library, users, Analytics & Dashboard
- Monetisation - SVOD, AVOD, PPV, Custom Bundling of Packs
- Payment G/W - Easy integration with Payment G/W
- User Management - User, Subscription, Invoice & Billing
- Analytics & Dashboard - Custom Reports & Dashboard for better insights

OTT Platform- Benefits

Consumer

- Variety of content
- Easy Discovery
- Relevant content
- Premium content
- Easy of use and accessibility

Content Partner

- Easy distribution and reach
- Monetization
- Transparency
- Data and Analytics
- Easy and Convenient Onboarding process

Advertiser

- Cross device targeting
- Campaign Scheduling based on demography, content type, timings
- Targeting based on user's content usage behavior

Digital Asset Management

Are you facing challenges in managing digital assets in a conventional way?

🙁 No direct and single interface for content partners to upload & distribute content for multiple products

🙁 Manual intervention for content conversion

🙁 Complex work flows

🙁 Rudimentary version, release, expiration date and rights management

🙁 Problem in managing multi partner content, usage and payout

🙁 Reports with basic/limited dashboards and no forecasting

🙁 Limited distribution channels

🙁 Need of effective collaboration and management of assets

🙁 Basic metadata support

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Digital Asset Management (DAM) Platform
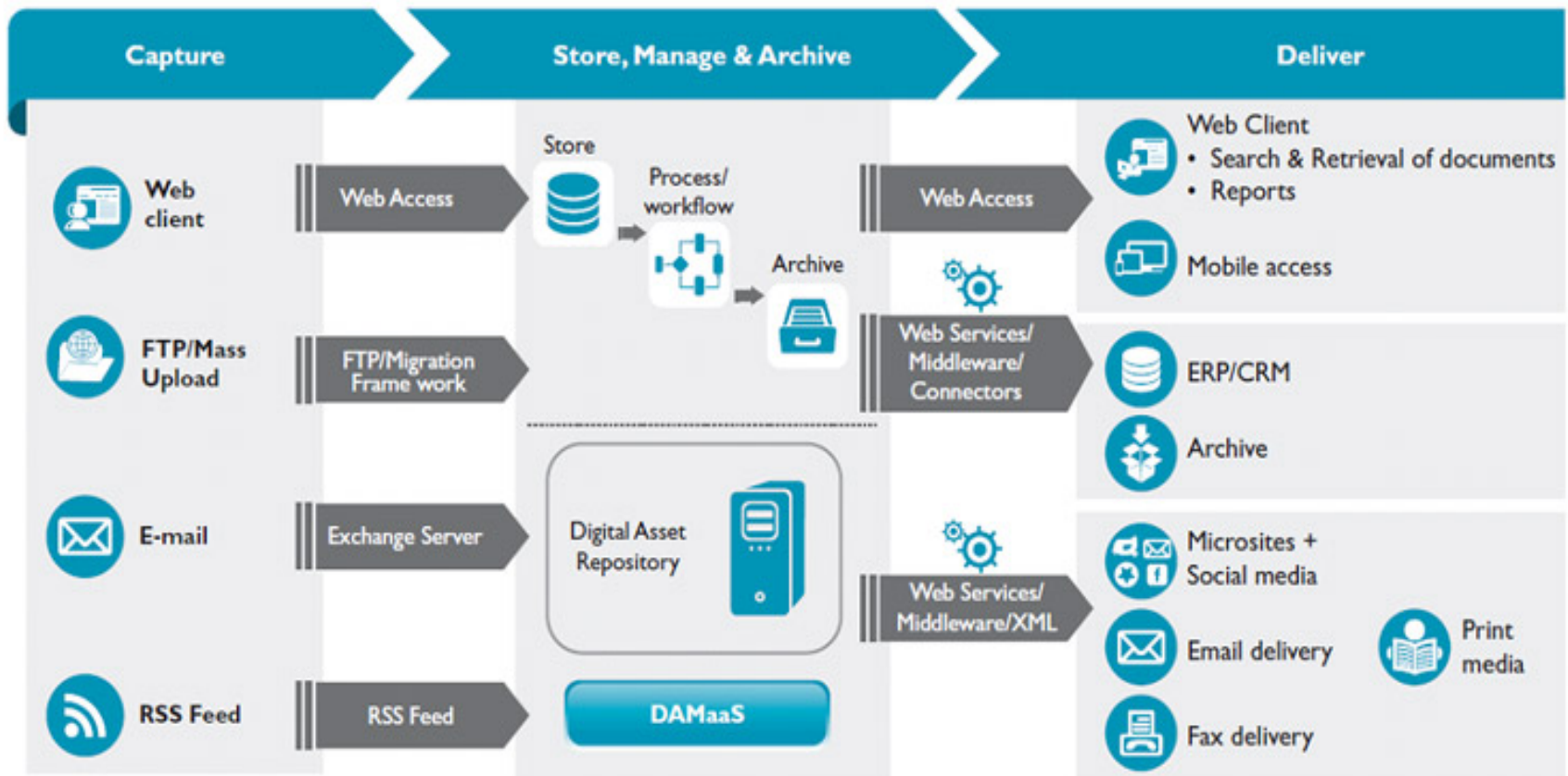
DAM Platform-Key Benefits

- Partner Management – Centralized platform to manage all partners, payouts, content usage, product based usage

- Accessibility to partners – Controlled access to partners to upload, manage content and supportive reports

- Transcoding – No manual activity for content format conversion, automated support with required software

- Content Management – Release, Expiration, Renewal and Rights Management

- Many to Many – Distribution of Many content type from Many content partners to Many platforms like broadcast, online, social, mobile

- One to Many – Easy distribution of same content to multiple products/services

- Fast internal processing – Online review and approval process

- Asset Usage – Advanced reports and analytics on usage of assets

- Version Management – Helps to keep the history and manage all versions

DAM Platform- Formats supported

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Video

Presentation

- Graphics
- Animation
- Interactive Flash

Games

Design Files
Logos

Product Images
Stock Photos

- Documents
- Text Based Content

Audio

Can you afford to let your customers GO !

If the answer is NO then you should check our Self Care Solution
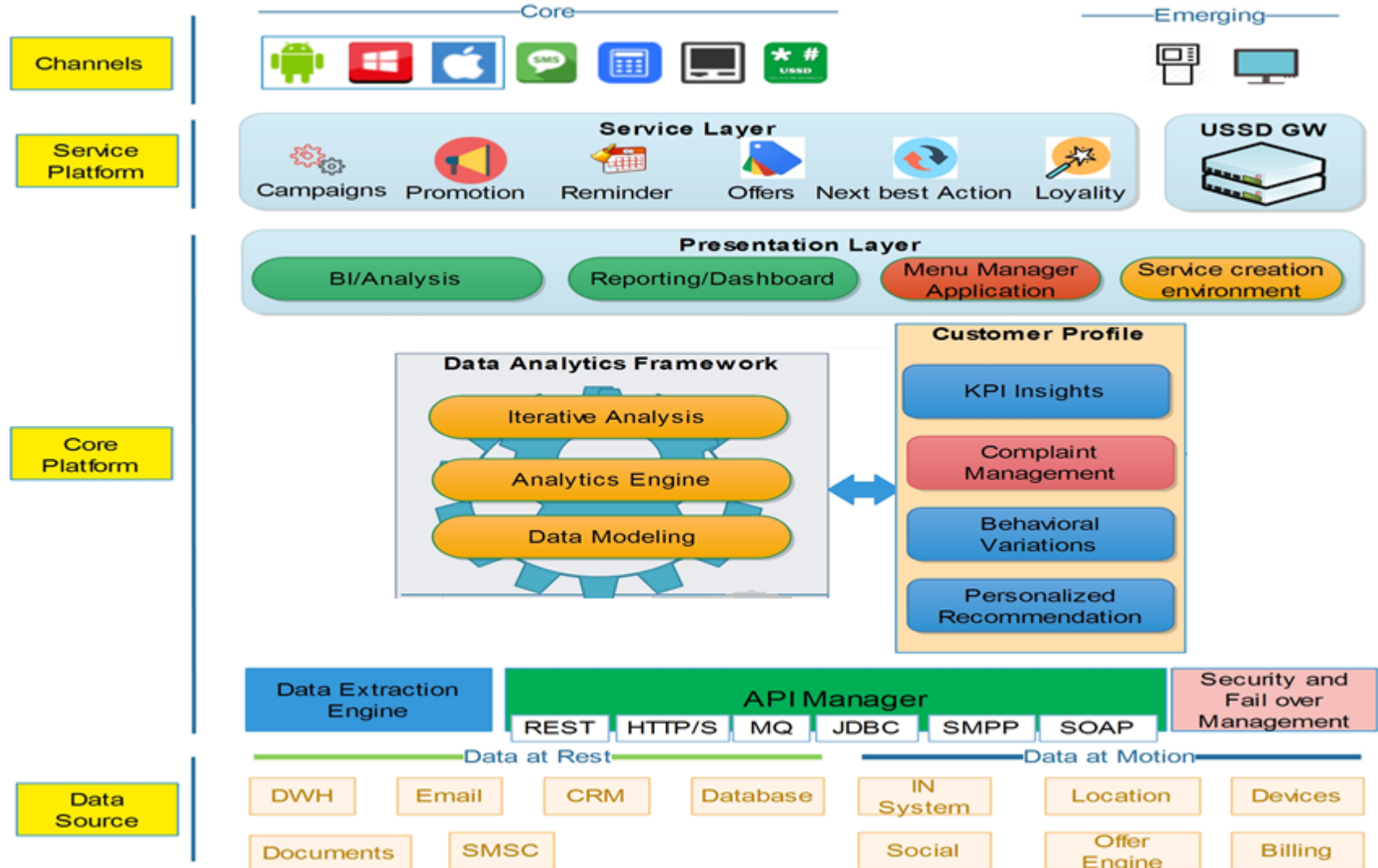
Self Care Platform

Why any customer leave ?

- 1% pass away
- 3% move
- 14% are lured by a competitor
- 14% are turned away by product or service dissatisfaction
- **68% leave because of poor attitude or indifference on the part of the service provider**

Ways to retain them !!

- Exceed expectations
- Always be available
- Customize how you serve
- Be easy to deal with
- Put the customer first
- Resolve conflicts and solve problems
- Handle complaints
- Communicate constantly

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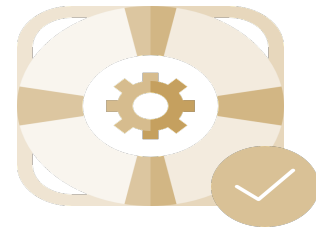
Self Care Platform-Architecture

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Self Care - Revenue generation and customer retention approach
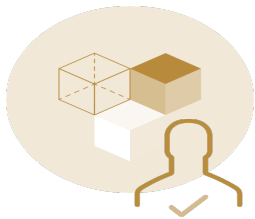
**Platform to resolve Customer Issues, Promote Services/Plans/Offers as per User Profile**

Enables Subscription/ Revenue of Services/Plans/Offers (festive special offers, Brand Promotion Offers)

Support all type of Service Activation like Provisioning, infotainment, roaming, push-based services, Mobile applications, Content Based Services

Effective go to market strategy
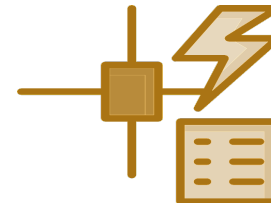
Quick Services Activation & Balance Deduction

Our Expertise

Software Development

Managed Services

Enterprise Solutions

Telecom Solutions

Logistic Solutions

Mobile Applications

Thanks!

Any questions?

Please get in touch with us for a detailed discussion on individual product/service