

Network Manager d.o.o

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# ASTRA TELEKOM

SaaS Plum Brand

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# Challenges

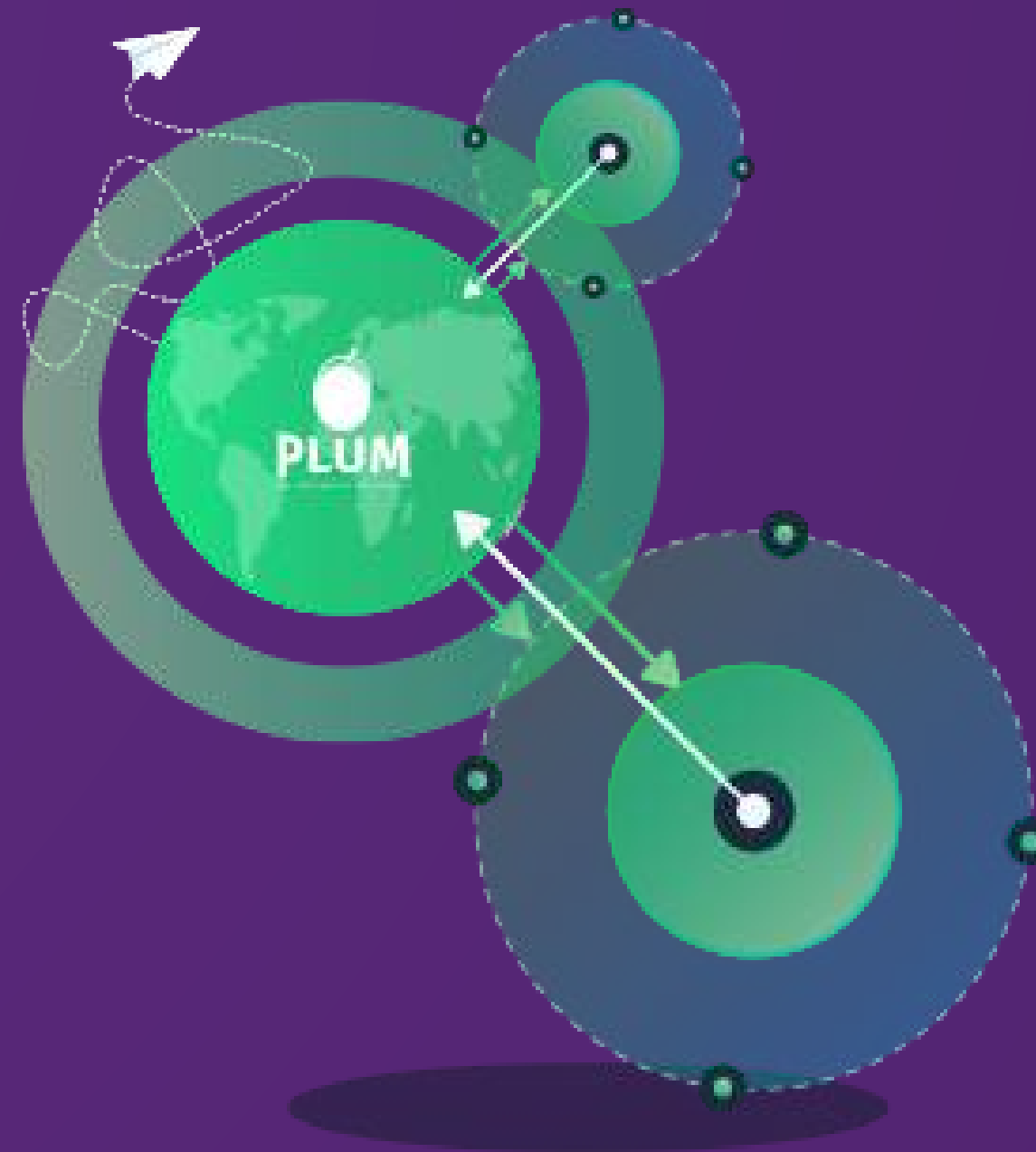
- two current IPTV platforms did not meet user expectations
- integration with existing hardware, user devices in the client's headend
- launch a commercial service in 3 months (during the COVID-19 pandemic)

# Solution

- Setup Plum Brand – SaaS platforms
- Integration with the environment
- Delivery of Astra Telekom official applications
- Transferring all users to the new platform by October 1, 2021.

## Overview

Astra Telekom is a company that has always knew how to recognize and predict the coming trends in technology in order to have an adequate response to the needs of the increasingly demanding telecommunications market.



# Overview

TV services have been a key part of ISPs' triple-play offers for the past 15 years. As broadband technology and mobile device usage evolved, TV services had to adapt. The explosion of information exchange in the last decade fueled growth in the IT and telecom sectors, making the Internet, mobile devices, and social networks essential.



The market's demand for fast, constant internet led to a shift in TV technology, with IPTV and IP video streaming replacing classic digital TV as the main offering.

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# Challenges

Astra Telekom transitioned from an analog cable TV provider in the 90s to a modern broadband ISP aiming to offer top IPTV services. In 2016, it implemented IPTV using a solution from Cubiware (now Tivo). A few years later, the company shifted strategy and began developing its own IPTV solution to replace Cubiware. However, neither solution met expectations, as user satisfaction, revenue growth, and technical support improvements were lacking.





By March 2021, Astra Telekom decided to replace both existing IPTV systems with a new SaaS-based solution. They approached Network Manager for a proposal, seeking a reliable, stable platform with key features (Live TV, Catchup TV, Timeshift, VoD, EPG) and future upgradeability. By July 2021, both teams faced the added challenge of the Covid-19 pandemic, with the deadline for implementation and user migration set for October 1, 2021.



# Solution

Replacing IPTV platforms is a complex process, involving both technical challenges and the need to adapt users to new UI/UX designs and functionalities. After setup and integration, new user apps must replace the old ones on devices. Our team analyzed the user request and designed a solution using Plum Brand, a SaaS platform that met Astra Telecom's needs. It supported key features like Live TV, Catchup TV, Timeshift, and EPG, while enabling a quick 5-day setup on existing hardware. This reduced implementation time, allowing teams to focus on integration and app replacement.

- 3rd party transcoding and packaging system of HLS H.264 streams
- 3rd party streaming and load balancing system for delivering content to users
- Astra Telekom CRM intended for managing the user base and providing technical support



A month and a half into the project, on September 1, 2021, the BBA team confirmed the platform was fully integrated and ready for app replacement. On October 1, as planned, the final user was migrated to the Plum Brand SaaS platform, marking the official launch of the service and termination of the previous platforms.





# Conclusion

In the span of 4 years since the platform was changed, the number of users of the Astra Telekom IPTV service has increased 5.5 times. At the same time, the number of service complaints decreased dramatically despite such a large increase. Today, Astra Telekom's IPTV service is one of the fastest growing services in Serbia and certainly one of the main assets of their Marketing team offering triple play services.



"PLUM IS THE BEST PLATFORM IN THE BALKANS AND PROBABLY ONE OF THE BEST IN THE WORLD. IT HAS ENABLED US TO MULTIPLY THE NUMBER OF IPTV SERVICE USERS. THAT IS WHY WE CAN MAKE AMBITIOUS PLANS FOR FURTHER GROWTH IN THE YEARS AHEAD"

**-DARKO SIMONOVIC, CEO OF ASTRA TELEKOM**

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# Thank you!

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