

CASE STUDY

ATTRACTIVE APPS COME TO THE RESCUE
TO BEAT FIERCE COMPETITION!



03

OVERVIEW

Summary

NextFiber is Internet provider who wanted to start their business by introducing something **new in their offer**, but in their way stood dangerous competition that needed to be beaten with something really special.

Requirements

- New interesting service
- Attractive feature
- Not to be too time consuming for call center for subscribers

Solution

- Interactive TV platform
- Intuitive, appealing applications for Android Smart TV & STB, Android & iOS mobile devices and PC's

Benefits

- Provider started new service very quickly
- Attracted new subscribers
- Beating the competition
- Intuitive applications, support is kept on lowest level
- Quick return of investment

Cable providers in Europe are usually DOCSIS or GPON based. All access technologies give providers possibility to offer good internet connection to their subscribers. This also enables introducing new services.

If a provider can give 20Mbps to their subscribers, as the smallest package, why not use that and introduce a new service? This was the question that NextFiber asked themselves some time ago.

NextFiber is greenfield GPON provider.

Since they already finished infrastructure, laying down optical cables, which can be very expensive and long process, they started thinking how they can gain more from the work they have done?

"We need to bring our business to the next level, because offering only internet to our subscribers is not a long-term solution in these conditions"

Elvedin Zircanin's words, CEO of **NextFiber**.

This has proven to be no easy task since the city in which they operate already had 2 active competitors, two largest ones in Serbia, SBB and Telekom Serbia, but they didn't give up.

CHALLENGES

The answer to their problem was Interactive TV. That was a service that can utilize their already existing infrastructure. But it needed to have something that would attract the subscribers, since the offer of that service already existed in their neighborhood. Competition already had in their offer Time-shiftTV, Catch-upTV and VoD, so introducing new functionalities was necessary but couldn't be the detail that would overpower the rivals.

At a presentation of Plum iTV platform, several members of NextFiber noticed that Plum iTV STB and Smart TV application is very intuitive, besides the nice design that stands out at the first site. Every provider knows how important is that subscribers like the solution that is offered to them, and even more important that they can use it properly.

This was something that convinced NextFiber to choose Plum iTV.

SOLUTION

Plum iTV offered Android Smart TV & STB apps, Android & iOS mobile apps and web app for PC's.

Since **NextFiber** wanted to use their own infrastructure to offer **Interactive TV**, the most important applications for them were for **STB** and **SmartTV**.

Plum iTV R&D team worked very hard to make an application that will have support for all functionalities, to look pleasant to the eye and to be very easy and intuitive for everyone to use.

Easy navigation, logical disposition of elements on pages, large ikons that fit in perfectly with the design of the pages, search engines on every page with content, colors that are easy for the eyes but also fit in with provider's brand colors are just a part of elements that make Plum iTV so attractive to providers, but much more importantly - to the subscribers.

Plum iTV applications had functionalities like Time-shiftTV, Catch-upTV, VoD, PVR but also BuffetTV which enables quicker browsing for the subscribers. BuffetTV introduces personalization on all pages with content libraries. Combined with advanced EPG and Voice control function it gives the best possible user experience. This functionality was

something that Plum iTV introduced to make content very easily accessible to the subscribers and it was success. Also, STB/Smart TV apps and web applications have Mosaic which can be built dynamically by subscribers and not Provider.

Modern programing and designing techniques contributed to the harmonious appearance of these applications.

“The fact that we didn’t receive a single call from our subscribers after installing STB’s at subscribers’ premises, tells us that this service and these applications were bull’s eye, and that we can be sure we made good decision by investing in Plum iTV”

Emir Zircanin, Technical director at **NextFiber**.

CONCLUSION

NextFiber is a relatively new company which recognized the need to start their business but to be able to survive in the environment that included very strong competitors.

They searched for something that would round up their offer. Also, something that will be important enough to the subscribers to make them leave their previous providers.

Plum iTV provided them with Interactive TV platform that gave them exactly that. Intuitive applications won over the subscribers. This enabled NextFiber to enter Television market in Novi Pazar, in spite that the market was already full with some good offers from other providers.

Intuitive applications also made life easier for Technical crew at NextFiber, because this solution didn’t require constant instructions from Technical support.

“ We are very satisfied that we had such a good response from the subscribers, we are also very relieved that we don’t need to expand our technical support team because applications are so easy to use.”

Emir Zircanich, technical director from **NextFiber**.

NextFiber is Internet provider who wanted to start their business by introducing something **new in their offer**, but in their way stood dangerous competition that needed to be beaten with something really special.

Requirements

- New interesting service
- Attractive feature
- Not to be too time consuming for call center for subscribers

Solution

- Interactive TV platform
- Intuitive, appealing applications for Android Smart TV & STB, Android & iOS mobile devices and PC's

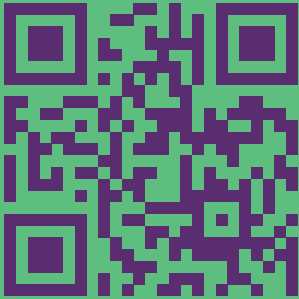
Benefits

- Provider started new service very quickly
- Attracted new subscribers
- Beating the competition
- Intuitive applications, support is kept on lowest level
- Quick return of investment

Summary

**THANK YOU
FOR ATTENTION**

OFFICE@PLUMITV.COM
WWW.PLUMITV.COM



OVERVIEW

Cable providers in Europe are usually DOCSIS or GPON based. All access technologies give providers possibility to offer good internet connection to their subscribers. This also enables introducing new services.

If a provider can give 20Mbps to their subscribers, as the smallest package, why not use that and introduce a new service? This was the question that NextFiber asked themselves some time ago.

NextFiber is greenfield GPON provider.

Since they already finished infrastructure, laying down optical cables, which can be very expensive and long process, they started thinking how they can gain more from the work they have done?

“We need to bring our business to the next level, because offering only internet to our subscribers is not a long-term solution in these conditions”

Elvedin Zircanin's words, CEO of **NextFiber.**

This has proven to be no easy task since the city in which they operate already had 2 active competitors, two largest ones in Serbia, SBB and Telekom Serbia, but they didn't give up.