WebSphere software

Enabling Infrastructure for Growth

Overview

■ Challenge

To implement a Enterprise Application Integration(EAI) solution that seamlessly integrate with their existing Enterprise Resource Planning (SAP), Siebel CRM, Keanan Billing system and other existing SMS and IVR systems. They also needed the core engine to deliver the Business Process Management (BPM) functionality.

■ Solution

High-performance provides management, processing, and distribution of data quickly and efficiently. IBM's ESB (Enterprise Service Bus)– helped Tata Sky in designing a SOA (service oriented architecture) to connect the different systems.

■ Key benefits
- *Quick service provided to the customers*
- *Uniform service levels for all subscribers*
- *Significantly reduced operational costs*

RECENT TRENDS

Transnational satellite broadcasting made its debut in India in the 1990s bringing about a radical transformation. Satellite broadcasting spread rapidly through India's cities as locals erected dishes to receive signals and transmitted them through local cable systems.

However for viewers today, Direct to Home (DTH) service is the buzzword. Using DTH, viewers are able to view picture and hear audio quality that your present cable connection or an antenna cannot provide. The government started issuing direct-to-home licenses to companies and DTH has found its biggest supporter in the Indian media, who believed it to be the answer to all the cable problems.

ABOUT TATA SKY

Headquartered in Bangalore, India, one such DTH satellite television provider is TATA Sky which is a joint venture between Tata Group, which owns 80% and STAR TV, which owns a 20% stake. Tata Sky was incorporated in 2004 but the Tata Sky service was launched in August 2006 and currently offers some 110 channels along with a number of interactive channels - with DVD picture quality and CD sound quality and their current tagline is 'Isko laga daala, toh life jingalala!' (If you use this, life will be great!).

Key Components

IBM Technologies at Work

- IBM WebSphere
- IBM Global Services - Application Management Services (AMS)
- IBM Global Technology Services - Integrated Technology Services
- IBM ESB (Enterprise Service Bus)
- IBM SOA (Service Oriented Architecture)

ALTERNATIVE

As the user base for TATA sky was growing they wanted a highly scalable and disaster ready digital infrastructure which would help them understands their customer's behavior and at the same time connects all the different departments together so that they could serve their customer quickly and more effectively.

The problem that they were facing is that they provided different channel packages and it was getting very difficult to integrate the various services such as booking of new clients, termination of accounts, multiple payment formats, different pay channels billing, modifying existing user accounts, routing across applications and channels, security, auditing and re-conciliation etc. Also their billing architecture was not supported by other existing application. There were different processes involved for all of these tasks and the whole process was time consuming resulting in failing to capture market opportunities, meet customers demand or fully support its business strategies.

So they needed to implement fast an Enterprise Application Integration (EAI) solution that seamlessly integrates with their existing ERP (SAP), Siebel CRM, Keanan Billing system and other existing SMS and IVR systems. They needed the core engine to deliver the BPM functionality also. This means that everything right from initial customer account booking to cancellation of account will be interconnected. The solution also needed to cater to the existing as well as the new systems to be implemented by Tata Sky.

THE SOLUTION

As Tata Sky faced intensified competition and pace of change in the on-demand business environment, they decided to transform the way applications are managed in order to respond to these business changes. They were under pressure to increase output to deliver business change faster.

To achieve this objective Tata Sky needed to replace its complex infrastructure with a high performance solution and so they engaged IBM. IBM SOA (Service

Oriented Architecture) appliances are purpose-built, easy-to-deploy network devices that simplify, help secure, and accelerate deployment. Using SOA, IT applications that support Tata Sky business processes are restructured into reusable building blocks or 'services', which can be combined, configured, and reused to rapidly meet changing business needs in innovative, cost-effective ways.

IBM's ESB (Enterprise Service Bus) – helped Tata Sky in designing a SOA to connect the various different systems together. As a result CRM, Keanan Billing, and other SMS and IVR applications were able to interconnect and process information faster thus saving time and money. So when a customer makes a booking anywhere in India, the information is passed on quickly to the installation department who will go ahead and install the hardware the same day on the customer's end.

IBM also used WebSphere Process Server which delivers a unique integration framework that simplifies existing IT resources. As Tata Sky's assets grow, to support business demand, so too does their complexity and manageability. WebSphere Process Server helped deliver an SOA infrastructure that provides one common model to orchestrate, mediate, connect, map, and execute the underlying IT functions like monitoring access, authorization and patterns log.

Using ibm application management and global technology services tata sky was able to modify its existing erp solution that was able to perform according to the defined service levels in a stable manner and at a predictable fixed cost and whose performance would not be hindered by adding existing users.

ESB performed service virtualization to mediate the differences between service requesters and service providers.The loose coupling permitted a clean separation of concerns (temporal, technological, and organizational) between the parts in a

"The flexibility that SOA has enabled us to bring in into the Customer Relationship Management software is amazing and couldn't have been achieved otherwise."

Chakrapani Perangur
CIO
Tata Sky Ltd.

a solution to enable flexibility and agility in both business processes and IT systems. Further, the presence of the ESB set the stage for future work to define additional services, create additional reuse opportunities, support new channels for reuse, lower management costs, and derive more agility. Additionally, the average number of visits per month for each unique user grew. Most customers can find the information they need in less than two minutes.

THE BENEFITS

Using IBM technologies, Tata Sky was able to achieve the following benefits:
- Viewers have all the information from registering for the service, user guides, online recharge and many other features all under one portal
- Access to account information through multiple channels such as Internet, Television, Mobiles
- Uniform service levels for all subscribers
- Marketing of the product to remote places done quickly and efficiently
- Sales representatives can service customers faster and more efficiently by having immediate access to information and also allows them to spend more time on proactive, relationship-building
- Reduce load on its internal call centre as information was available to customers through various other means
- High End Technology rub-off on the brand

WHY IBM?

IBM is an industry leader with experience, knowledge and solutions to address a wide spectrum of challenges. IBM acted as a trusted advisor, provided a proof of concept that met Tata Sky's specific needs, and offered services delivering high performance, availability and scalability. IBM international project experience coupled with innovative approaches helped Tata Sky in achieving their objectives.

IBM helped to develop and deliver innovative products that maximize the value that Tata Sky offers to its customers. IBM ensured that live data is replicated real time that helps Tata Sky to serve the customer in a better way.

"The benefits that we have seen in getting SOA together were the flexibility, the integration and the best of the breed deliverables that we could get", says Chakrapani Perangur , CIO. Tata Sky Ltd.

For more information

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