

Srishti Cable Network, Kolkatta

Srishti Cable is a Multi System Operator which has a large network in the Kolkatta state of India. It believes in growing together with the Local Cable operators spread across the state as a stakeholder in the organization. They believe in delivering quality services to its subscribers. Logic Eastern provided IPTV ready DVBC Solution which made them ready to launch IPTV Services on their existing infrastructure. They were let down by their incumbent CAS Vendor in the process of building CAS integrated Digital TV Network. The CAS Vendor provided integration services for the Set Top Boxes but were not able to provide the support to deploy over the digital network because of which they lost the contract with the content suppliers. Logic Eastern's end to end IPTV ready DVBC solution enabled them to deploy the whole digital network with the required technology. This also helped them to get their content back. LE has strong technical expertise which helps to deliver excellent customer centric support service with prompt recovery. LE provided the solution and the following services that saved the organization from loosing its large customer base.

It offers the following services to its subscribers:-

- 200 Free to Air and Pay Channels
- Local Channels
- Billing
- Content security

Srishti Cable's association with LE had following advantages:-

- Logic Eastern's technical expertise and consultancy enabled Srishti Broadband to deliver quality of services
- Logic Eastern provided 24X7 valuable technical support.
- Srishti Cable was able to adapt to new system in a better way with the help of training by LE's technical leads.
- Integration is a complex task and requires immense efforts. LE provided intergration service in the least duration which saved them from integration hassles.

LE provided the following services to Srishti:-

- Integration of system components like billing system, CAS, Set Top Boxes.
- Build-Operate-Transfer Service
- Installation and Commissioning Service

Highlights of the Solution:-

- CAS system by Enigma
- Logic Eastern Billing Solution
- V@LET Series Set Top Boxes by LE
- IPTV ready DVB-C solution proposed
- Low Cost service rich solution



Key Challenges

CAS Integration

Integrating Enigma CAS server with video headend system to provide content security was a major challenge. Enigma has a unique and more secure software based architecture as compared to traditional CAS vendors. Some broadcasters have now made content security more stringent with mandatory requirement of finger printing and force message. LE's Technical expertise and prosperous relations with vendors helped overcome the challenge in the project and made it a success.