



The digitization of the Indian Television industry has been in the limelight for the past few months. The launch of new DTH service providers, wide scale implementation of Conditional Access System, global and local telecom companies making foray into cable television industry and aggressive consolidation moves by MSOs to increase their market share by acquiring cable operators is the result of shift from network-centric to customer-centric paradigm. The challenge therefore lies in identifying problems faced by the Billing & CRM industry, both in local & global context as well as understanding the regulatory perspective of the industry in the respective regions.

Continuously winning contracts in Triple play services, ISP and Pay TV domains from companies across the globe signals that our technology and business models are in accordance with customer requirements. Our constant emphasis on proactive research and development has helped us keep ahead of the competition, established by the fact that some of the largest MSOs in India have deployed our solution to manage their growing subscriber base and address scalability from few thousand to over a million plus subscribers each.

Outsourcing the management of IT systems or using the software as a service has become the trend. To address this “software as a service” trend, at MagnaQuest we have launched MQSubscribe Express™ on Hosted Model for the operators who want to reduce upfront costs, save investments in maintenance and upgrade headaches. We believe the Managed & Hosted models would make deployments flexible and provide us entry into newer markets including the Americas and Europe.

I would like to make a special mention that partnerships with our ecosystem vendors have been the key to our success and I appreciate all our partners for the mutually beneficial relationship. To further strengthen our reach we are partnering with companies like Satlan in Poland to increase sales and support. I would like to take this opportunity to extend invitation to companies who are involved in systems integration and have expertise in the PayTV and Broadband industries for partnering with us.

I extend my sincere thanks to all our customers for contributing to our success. We are glad to claim that we have kept the confidence and credibility to deliver on our clients' emerging needs and we desire to do it every time. I welcome you to read through our News Letter - Quest News - to know about it all...

Best regards,
Vijay Debbad.,
CEO, MagnaQuest

Quest News 2007

Newsletter from MagnaQuest

MagnaQuest
Committed to deliver value

September



ASIA

MagnaQuest has further consolidated its position in the Asian region with multiple client wins for PayTV, Triple Play & Broadband domains. Our prestigious new customers like Bharti Telemedia Limited, Wire and Wireless India Limited Hathway and IOL Broadband, have proven our strength in multiple domains in the Asian Market.

Bharti Telemedia Limited, DTH

Business Facts: Has business plan of achieving 10 million subscribers in 8 years time.

Deployment Highlights: Integrations with E-Top-Up/Mobile Top-Up system, NDS, Oracle CRM, Supply Chain ERP, IVRS, B2C portal integration

Hathway Cable and Datacom Private Limited

Business Facts: Provides both video and broadband services with operations spread over multiple cities and subscribers reaching 0.5 million for both the services

Deployment Highlights: Supported their scaling subscriber base Integration with multiple CAS systems – NDS, Irdeto, Scientific Atlanta

Wire and Wireless India Limited

Business Facts: The largest MSO in India with 6.7 million subscribers. Target to achieve 8-10 million subscriber base in 66 cities, across India

Deployment Highlights: Enable control of operations centrally Integration with Conax (CAS)

EUROPE

We have made inroads into Europe with two important wins in the Pay TV domain. One being a growing DTH and another a pure Video on Demand provider.

MagnaQuest solution for managing Push VoD at Twin Peak

Twin Peak, a Push VoD service over satellite in Greece and Cyprus has selected MagnaQuest's "MQSubscribe", solution. MQSubscribe will interface seamlessly with CONAX to enable automatic activation of VoD. Integration with IVR and mobile SMS gateway for ordering. Also, it will be compatible with Greek language & Greek law.

DTH Grup, Romania

Business Facts: Growing DTH service provider in Romania. MQSubscribe is supporting the increasing subscriber base

Deployment Highlights: Integration with mobile SMS gateway for automatic generation of work order for equipment installation and activation of subscriber services

MQSubscribe has been interfaced with NDS enabled Automatic activation and deactivation of subscriptions and value added services including PPV

Partnerships:

MagnaQuest has entered into a partnership with Satlan in Poland for sales and support and is looking for more such partners in East Europe.

AFRICA

Africa has been special for MagnaQuest in terms of gaining ground in the broadband and triple play domains, while we are enabling the first DTH to manage their subscription billing.

Intelvision, Seychelles

Business Facts: Intelvision is a Digital Communications Provider offering triple-play services (PayTV, Broadband and VoIP). It envisions revolutionizing the broadband connectivity and offering VoIP services in Seychelles

Deployment Highlights

A single bill for multiple services MQSubscribe has been integrated with Irdeto Access Cedar Point (Soft-switch) and ACBIS (Middleware)

Gateway Communications (GTV), Nigeria

Business Facts: GTV is Africa's first widely accessible pay-TV (DTH) service and will be available across the continent.

Deployment Highlights

Managing Multi Country operations MQSubscribe has been integrated with NDS MQSubscribe servers are at Belgium while the Operations are done from Kenya.

Hyperia Ltd, Nigeria

Business Facts: Provides triple play services on VSAT.

Deployment Highlights

Integration with Allot Net Enforcer for Broadband services and Redwood Softswitch for VoIP services Billing wide range of Internet Services including internet access, email services, web hosting, wireless internet access & value added services



IPTV

India On Line (IOL) Broadband

Business Facts:

First to launch IPTV services in India

Offers interactive services like Entertainment-On-Demand, Games and Video-Conferencing

Deployment Highlights:

- Interface with existing billing system of incumbent telecom to provide single bill
- Integration with Kasenna and SeaChange Middleware

LATEST INTEGRATION

CAS:

*We have integrated with software based CAS of **Enigma** and **Latens**. **Scientific Atlanta** is another CAS vendor with whom we have integrated recently.*

Middleware:

*We have integrated with **Kasenna** and **SeaChange** for one of our implementations.*

AFRICA

Netcom Africa Limited, Nigeria

Business Facts:

Netcom Africa Limited, Nigeria, leading IP communications provider of satellite and wireless broadband products **Deployment Highlights**

- The system will be integrated with Allot Traffic Management Solution

DEPLOYMENT MODELS

Managed Services Model

Our industry experience has shown that clients now envisage the time and energy spent on the maintenance & upgrade of the billing & CRM solution does not justify the revenue realisation vis-à-vis investments. Therefore, we providing managed services would be natural extension to our service portfolio. By outsourcing the administration of MQSubscribe application, our service providers may enjoy the following benefits

- Efficient management of MQSubscribe
- Effective support to operating staff
- Trained and ready resource
- Resource replacement guarantee
- Continuous support and training to the users
- Ensuring smooth upgrade process and patch implementations

Hosted Model

To address the growing need of the service providers who need a comprehensive, ready to use billing & customer management platform for reduced time to market with low operational cost, MagnaQuest has launched "MQSubscribe Express"- a highly successful Subscriber Management & Billing solution "MQSubscribe" on a hosted platform. The hosted model provides all the advantages of an on-premise deployment without the need to purchase and maintain infrastructure required to run the crucial activity. It is an ideal choice for operators providing video, internet and voice over IP services. The benefits include:

- No need for hardware and software infrastructure investment
- High availability, disaster recovery features
- Quick enablement, lowering implementation cost
- Maintenance & upgrades that don't impact availability
- Pre-built interfaces to popular CAS & other systems



Upcoming Events.....

Meet us @

India

- ⇒ SCAT, Stand No.B9 from 25th October to 27th October, 2007, World Trade Center, Cuffe Parade, Mumbai, India
- ⇒ Convergence 2008, 19th March to 22nd March, Pragati Maidan, Delhi, India

APAC

- ⇒ CommunicAsia 2008, Singapore
- ⇒ KCTA 2008, South Korea

Europe

- ⇒ IPTV World Forum, 12th March to 14th March 2008, London
- ⇒ Anga Cable 2008, Germany

Americas

- ⇒ CAPER, Stand No.D02 from 31stOctober to 2ndNovember, 2007 held at Centro Costa Salguero, Buenos Aires, Argentina



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