

magnaquest | sure

Empowering Subscription  
Businesses Worldwide

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# 25+ Years of Excellence

Pioneer in enabling subscription businesses across the world



**50+**  
Countries Served



**250+**  
Customers



**300 Million+**  
Subscribers



**\$Multi-Billion**  
Revenue Processed



# Segments We Serve



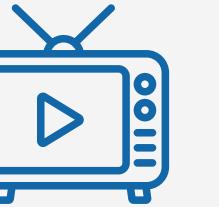
Pay TV



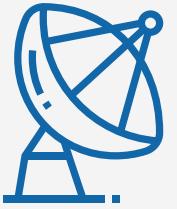
OTT



Multi Play



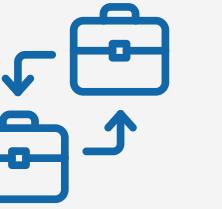
IPTV



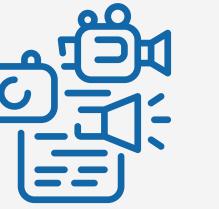
Broadcaster



Broadband



B2B



Media &  
Publications



# Solution Offerings

## Subscription Management

- Subscriber Information & Management
- Subscriber Engagement
- Product Catalogue & Pricing Management
- Discounts & Promotions



## Finance

- Revenue Recognition
- Revenue Recognition Reconciliations
- Partner Settlements



## Invoices

- Automatic Billing Process
- Bill Logs



## Payments

- Multiple Payment Gateways
- Automatic Collections
- Multiple Payment Gateways (duplicate entry)



## Insights

- Revenue Insights
- Subscriber Analytics
- Churn Management
- Customer Engagement



## CRM - Customer Care

- Service Ticket Management
- 24/7 Support Desk
- Implementation Support



# OTT Solution

Get Revenue & Subscriber Insights and Manage Churn Effectively



## Subscription Management

- Order & Pricing
- Relationship Management



## Invoices

- Automatic Billing Process
- Bill Logs



## Payments

- Automatic Collections Process
- Payments through Different Payment Gateways



## Finance

- Revenue Recognition



## Support

- 24/7 Support Desk
- Implementation & Support

# Broadcaster Solution

## Bouquet Solutions and Request Provisioning

### Inventory & Logistics



- Inventory tracking & stock management
- Supplier & broadcaster warranty
- Multi-warehouse stock transfer



### Product Catalogue & Pricing

- Services & channels hierarchy
- Tax regions, multi-country & multi-currency provision
- Contract validity & billing frequency

### Billing & Payments



- Flexible bill cycles
- Billing automation & dispute management
- Multiple payment methods
- Excess & partial payment handling



### Provisioning

- Multiple provisioning systems
- Pairing management & online activation/deactivation
- Ad-hoc provisioning commands

### Contract Management



- Duration & renewals
- Deal management (Fixed Fee, CPS, RIO, Hybrid)
- Dunning

# Media & Publication Solution

Broaden Your Horizon With Packaging, Bundles, Services & Pricing

## Insights



- Revenue Insights
- Subscriber Insights
- Churn Management

## Payments



- Automatic Collections
- Payment Gateways
- Revenue Recognition

## Invoices

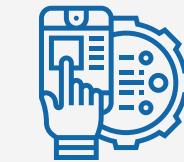


- Automatic Billing Process
- Bill Logs



## Customer Care

- 360-Degree View
- Trouble Ticket Management
- Notifications



## Subscriber Management

- Onboarding
- Order Management

# B2B Enterprise Solution

A Multi-Dimensional Subscription Approach

## Workflow Management



- Configure Operational Workflows
- Define Workflow Rules
- Automate Verification and Validation Process



## Payments and Collection

- 100+ Pre-Integrated Payment Gateways
- Excess and Partial Payment Handling
- Dunning / Collection Follow-up

## Analytics & Reporting Tool



- Generate Multi-Dimensional Views
- Single-Click Drill-Down for Any Data
- Perform Comparative Time-Based Analysis



## Product Catalogue

- Flexible Catalogue Configuration
- Personalize Rate Cards per Customer
- Define Prorate and Disconnection Rules

## Customer & Subscription Management



- In-built Sales CRM, CPQ & Quote-to-Cash
- Unlimited Subscription Pricing Models
- Customer Self-Service



## User Management

- Create Roles & Privileges
- Map Accessible Customers/Groups
- View/Edit Restrictions

# DTH, Broadband, Multi Play Solution

End-to-End Subscriber Lifecycle Management

## Inventory & Logistics



- Stock Management
- Inventory Tracking
- Reverse Logistics



## Sales & Marketing

- Order Management
- Product Management
- Promotions & Discounts

## Operations



- Service Provisioning
- CPE Installation
- Disconnection & Reactivation



## Customer Care

- 360-Degree Customer View
- Ticket Booking & Tracking
- Escalation

## Users & Partners



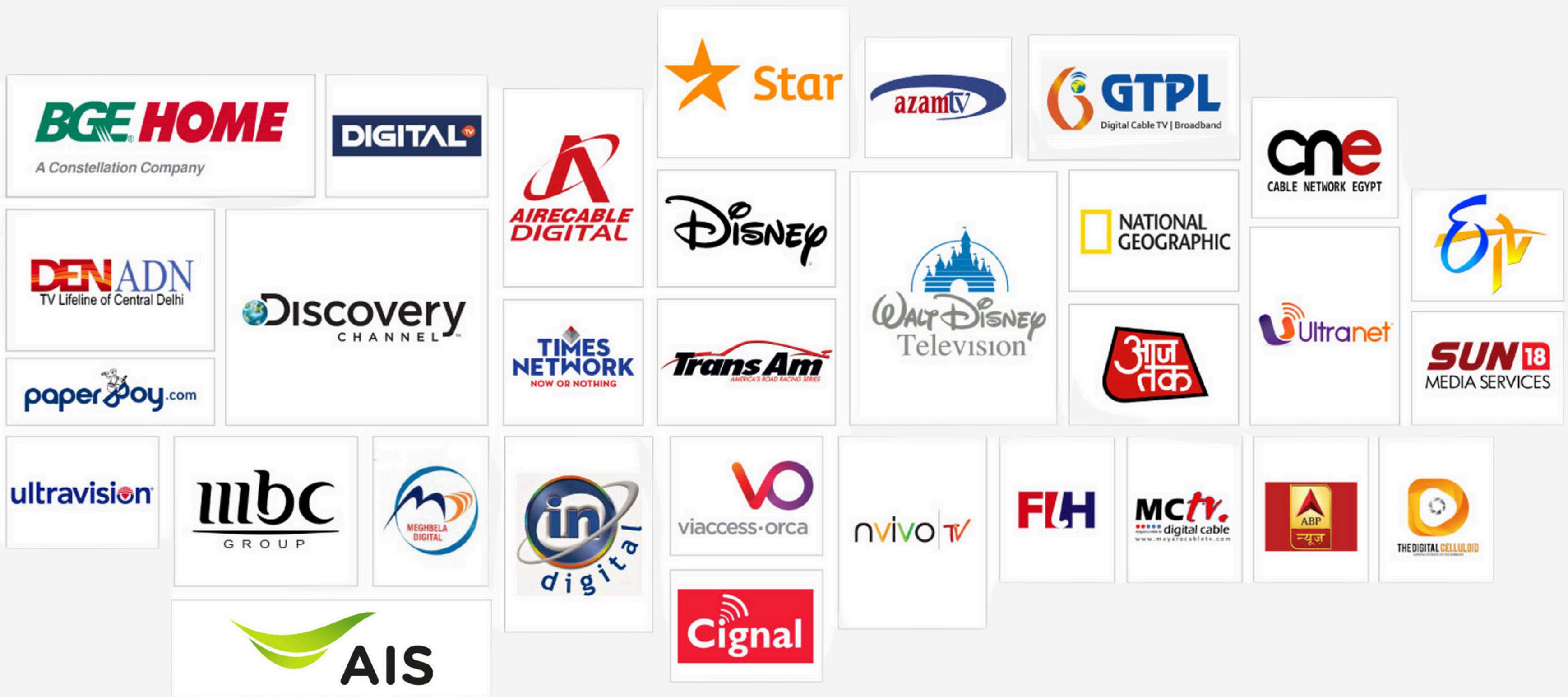
- Operator Management
- Operational Entities
- User Management



## Billing

- Invoicing & Taxation
- Discounting & Adjustments
- Deposits & Refunds
- Collections & Follow-ups

# Brands That Trust Us



# Global Presence





# Success Stories

How Magnaquest Has Helped  
Subscription Businesses Globally

# The MBC Story



## CUSTOMER

- The largest private satellite broadcasting company in the Middle East & North Africa (MENA) region

## SOLUTION

- End-to-end capability to launch services across multiple countries with a multi-language interface
- Implemented a credit distribution model for dealers and retailers using authentication

Customized portals for customers and dealers. MBC was able to rapidly roll out its services across multiple GCC countries with ease

## CHALLENGE

- Wanted an automated system to handle dynamic subscription management
- Needed help in customer acquisitions through customized notifications, offerings, promotions, and discounts



# GTPL Story



## CUSTOMER

- The Top MSO in India – GTPL Hathway Limited serves 10+ million subscribers with digital TV and Hybrid OTT services
- Operates in 800 cities across 15 states with 45,000 LCO partners
- Offers 26 indigenous channels on its platform

## SOLUTION

- Magnaquest Sure provided GTPL with comprehensive services, enhanced OTT capabilities for smart/Android set-top boxes, and advanced integrations like partner wallet management and multiple CA systems

GTPL enhanced their offerings with bundled packs, increasing their subscriber base by 30% and ARPU by approximately 20% with VAS

## CHALLENGE

- Managing the complexities of billing while optimizing operational costs
- Adapting to evolving marketing trends toward digital services like IPTV, OTT, and VAS
- Enhancing offerings with Android set-top boxes and bundled OTT services to stay competitive
- Providing multi-service bundles (Live TV, On-demand Video) seamlessly to existing subscribers through their retail partner network



# Digital TV Story

## CUSTOMER

- Digital TV, a leading internet and digital TV provider in Bolivia, offers high-quality programming, including entertainment, sports, movies, kids' shows, documentaries, series, and live events

## SOLUTION

- Magnaquest Sure delivered a scalable, end-to-end subscription management solution, featuring flexible pricing and packaging, campaign management, unified billing, and more to streamline their triple-play services

Sure enabled Digital TV to quickly launch OTT services, efficiently scale their catalogue, and deliver seamless billing for customers

## CHALLENGE

- Digital TV needed a cloud-based system to seamlessly launch OTT services alongside its analog TV and internet offerings
- Required a pre-integrated platform for rapid market deployment and an enhanced viewer experience

**DIGITAL**  
INTERNET + TV CABLE



# Cignal TV Story

## CUSTOMER

- Cignal TV, a subscription-based DTH service provider in the Philippines, launched in 2009 and serves over a million subscribers across multiple cities
- Operates in DTH, PPV, and OTT services

## SOLUTION

- Magnaquest Sure enabled end-to-end subscription monetization for existing and new service launches, dealer network management, and seamless integration with telco billing for DTH and PPV top-ups
- Enabled Cignal TV to boost revenue and service agreements with flexible bundled offerings and a 360-degree CRM view
- Real-time monitoring and multiple payment collection mechanisms minimized revenue leakage and ensured seamless connectivity

## CHALLENGE

- Required a flexible system for subscriber management, billing, and CRM with third-party integration
- Needed to manage prepaid/postpaid services and support a growing dealer network
- Implemented payment follow-ups to prevent revenue leakages

Magnaquest's Sure empowered Cignal TV to scale quickly, reduce costs, manage subscriber growth, and launch different services with speed and efficiency



The Cignal logo is displayed in white text on a red background. The word "Cignal" is written in a bold, sans-serif font. A small icon of three curved lines above the letter "i" represents signal strength or transmission.



# Azam Media Story



## CUSTOMER

- The leading digital satellite service provider in East Africa, providing high-quality television entertainment

## SOLUTION

- End-to-end capability to launch services across multiple countries
- Managed a multi-country reseller network
- Helped in launching DTH and PPV services

Azam Media could effectively handle distributor-reseller follow-ups and operate their onboarded subscribers

## CHALLENGE

- Multi-country and multi-currency operations dealing with varied taxation rules
- Role-based access to users
- Wanted to launch Pay-Per-View (PPV) services





# The Magnaquest Advantage

Delivering a comprehensive platform



Enhanced ROI



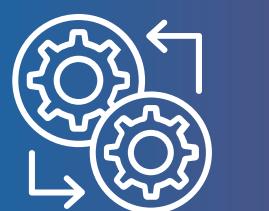
Faster GTM



Consulting Approach



Valued Partner



Multiple Pre-integrations





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# Thanks!

Get in touch for more details.



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