

# Digital Home Service

More than any other industry, media and entertainment (M&E) has already embraced the potential of digital. From astonishing innovation in the world of movies and TV, to novel ways of publishing, and new online broadcast models, companies are captivating audiences at every turn.

Yet there's a gap opening up. A disparity between the way consumers want to experience and pay for the content they enjoy, and how M&E companies produce and distribute it. As audiences use converged technology to take greater control of how and when they consume their media, their expectations are rising. They want the way they engage with content to match how they live their digital lives—frictionless and without restriction. And if a provider does not meet their expectations, they want to be able to switch providers easily.

In a highly competitive arena where OTT players have set high standards in terms of customer experience, Pay TV operators need to deliver a consistent, pro-active, modern and innovative experience to their consumers, all the way from the point of ordering a new service and a set-top-box through the entire lifecycle of the consumer relationship in order to drive loyalty.

*“We've gotten much better productivity, our travel times have been reduced and we have more time to spend with our customers,”*

**Maurice Daw**  
Executive Director - Access  
Virgin Media

*“...the most important... is the amount of data that we're going to get back from the vehicle about in-car listening behaviors. It's kind of that IoT side of what we got, and I think it's just going to be revolutionary in terms of the amount of information that we can then get ... We can use to deepen the engagement that our listeners have with our service.”*

**Bill Pratt**  
Sirius XM Chief Information  
Officer

*“Having complete, real-time visibility into the operations of the mobile workforce is critical to ensuring revenue, increasing cost savings and building lasting positive relationships with customers.”*

**Enrique Blanco**  
Group CTO  
Telefonica

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**Oracle Digital Home Service** is a new cloud-based Oracle solution for set-top-box and service intensive Pay TV operators that will firstly, help them deliver superior service to consumers, and secondly, provide an innovative integrated platform to operate their business. Digital Home Service combines emerging technologies such as IOT, AI, mobile, chatbot, remote video support with modern digital customer management to deliver the next generation of capabilities for digital home services.

## CREATE A DIFFERENTIATED EXPERIENCE

Consumer expectations are rising, and the need to meet demand while identifying new revenue streams is driving innovation. M&E companies are trailblazers when it comes to finding ways to enhance experiences. *Oracle Digital Home Service* uses agile cloud and transformational technologies to empower customers with self-service through a mobile app and a personalized experience throughout. Types of support include addressing consumer questions or issues such as self-installation of a set-top-box via a chatbot and remote video support. Key attributes of this solution that enable a differentiated experience are:

- **Engage** – Create a connected consumer experience through an integrated service platform and reduce churn through improved engagement
- **Personalize** – Empower the consumer by providing access to relevant data and information to maximize their convenience and their need for frictionless self-service
- **Delight** – Design future-proof services through continuous innovation and drive differentiation in the market place with first, fast and efficient first-time fixes to increase satisfaction

## INCREASE EFFICIENCIES AND FUEL GROWTH

According to OVUM, the global set-top-box market is set to grow at a CAGR of 1.5% over the next five years, from 280 million units sold in 2017 to 302 million in 2022. To manage such demand, Pay TV operators have built large operations to support their customers, from onboarding new customers and installation of new set-top-boxes in the home, all the way to resolution of any issues thereafter. But, in order to stay relevant and competitive, Pay TV operators must rethink how to operate their TV service business at cost and create a pro-active organization to anticipate consumers' needs.

*Oracle Digital Home Service* is an integrated business platform that helps Pay TV operators to:

- **Simplify** – Create an integrated service platform from placing the order through the entire lifetime of the consumer relationship
- **Reduce Cost to Serve** – through automated tasks, remote video support, recommended field service actions, and the optimization of existing resources to refocus staff on high value tasks
- **Prepare for growth** – meet high demand at scale through adopting Cloud Oracle portfolio and identify additional revenue streams with smart home services

## Integrated Cloud Applications & Platform Services

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*“We implemented a chatbot, “MatchBot”, with Oracle Cloud Platform to reimagine the user experience. We have already seen that it is very well received so we are already thinking about the evolution and next cycle of improvements.”*

**Gerard Tsobanian**  
CEO  
Mutua Madrid Open.

*“We believe that the future of the network is to be data-powered, to be software-centric, and to be fast and responsive,[...] This collaboration with Oracle accelerates our network transformation and migration to the cloud to expand efficiency, performance, and reduce cost while improving overall customer service.”*

**John Donovan**  
Chief Strategy Officer  
AT&T Technology and Operation

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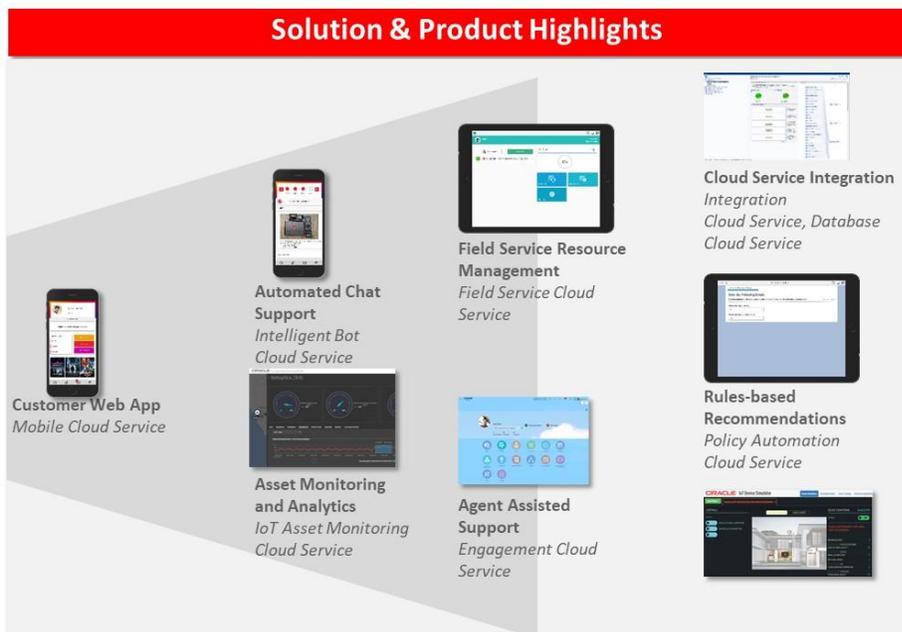
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## ORACLE'S DIGITAL HOME SERVICE UNLEASHES THE POWER OF EMERGING TECHNOLOGIES AT THE HEART OF THE DIGITAL HOME AND AN INTEGRATED PLATFORM TO OPERATE A PAY TV BUSINESS WITH ONE UNIFIED CLOUD PLATFORM SOLUTION

The Oracle cloud is the next-generation public cloud that provides the agility, reliability, scalability, and security that modern businesses need. Oracle's Data Driven Innovations as a Platform is one unified solution that enables pay TV operators to engage with consumers differently, differentiate in the market place and reduce their cost to serve consumers. Core products to the solution are IoT Asset Monitoring, Engagement Cloud Service, Oracle MCSe (Mobile, Chatbot), Integration Cloud Service, Database Cloud Service, Java Cloud Service, Field Service Cloud, Policy Automation and Live Experience Cloud.



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