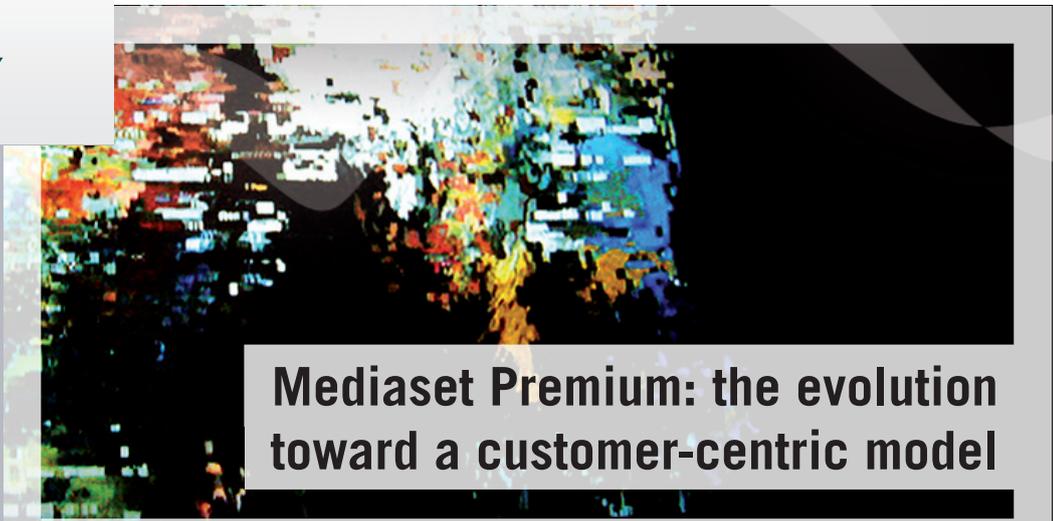


Abstract

Reply supports Mediaset in the development of Premium offer toward a customer-centric model. Reply is one of the the main IT partners of Mediaset for the Premium initiative and is accompanying the growth of new business by contributing to the definition and fulfillment of the plan for the implementation and development of innovative. The introduction of a new model of business and relationship with the customer requested the creation of a large IT program: design of new advanced CRM processes, implementation of a multi-channel CRM system, BPM orchestration through complex processes of Order Management, Service Activation, Billing and Payments and development of a SOA standards-compliant architecture.



Mediaset Premium: the evolution toward a customer-centric model

Scenario

The **Mediaset Group** is the largest commercial broadcaster in Italy and one of Europe's leading Media Companies. Thanks to its experience in commercial television, the Group is optimally positioned to take advantage of opportunities offered by new technologies, from digital programme production to the convergence between telecommunication and media worlds.

In 2005, launches **Mediaset Premium**, a pay-TV service on digital terrestrial, which uses an innovative model based on rechargeable prepaid cards enjoying a great success, also due to the progressive enrichment of the contents bouquet.

Reply is from the outset the main IT partner of Mediaset for the Premium initiative and is accompanying the growth of new business by contributing to the definition and fulfillment of the plan for the implementation and development of systems to support business.

The Mediaset commercial strategy, starting with the 2008-2009 season, sees a major change from a model oriented to the service to a **fully customer-centric model** based on postpaid subscriptions, which enhances and enriches the relationship with the customer, innovating radically CRM processes and thus requiring a complete change in the supporting IT systems.

Solution

The introduction of a new model of business and relationship with the customer, ensure at the same time the continuity of service to existing customers, have requested the creation of a large IT program, centered on:

- The design of new **advanced processes of CRM**, with a different and more complex organization of the Call Center and Customer Care
- The implementation of a **multi-channel CRM system**, based on Oracle and Siebel 8.0 that can handle both the pre and post paid business models

The BPM orchestration through complex processes of Order Management, Service Activation, Billing and Payments, involving both Mediaset organization and external partners, whose integration was carried out in a SOA standards-compliant architecture on Oracle Fusion Middleware platform.

Reply has designed the application processes and has implemented the components of CRM and integration, while respecting particularly challenging milestones and supporting the phases of migration from the previous platform and of startup of the service.

Reply Value

"Reply accepted together with us this difficult challenge in a rapidly changing context and has been a reliable and valid partner both in the understanding of process and business issues, and in the implementation of technological components. The new CRM platform of Mediaset Premium is a solution meeting the highest standards and is a central asset for the development of our business in a strategic area for Mediaset."

- Maurizio Galli, head of the Information Systems Management -

Reply [REY.MI] is specialized in design and implementation of solutions based on new digital media and communication channels. Operating through a network of highly focused companies, Reply provides the leading European Groups in the Telco & Media, Manufacturing and Services, Banking and Insurance Industries as well as the Public Sector with an effective support aimed at defining and developing business models enabled by the Web 2.0 and by the convergence paradigms.

Reply services include: Consultancy, System Integration, Application Management and Business Process Outsourcing.

For more informations: www.reply.com