

How Etisalat Launched a State-of-the-Art, Agile OTT Service



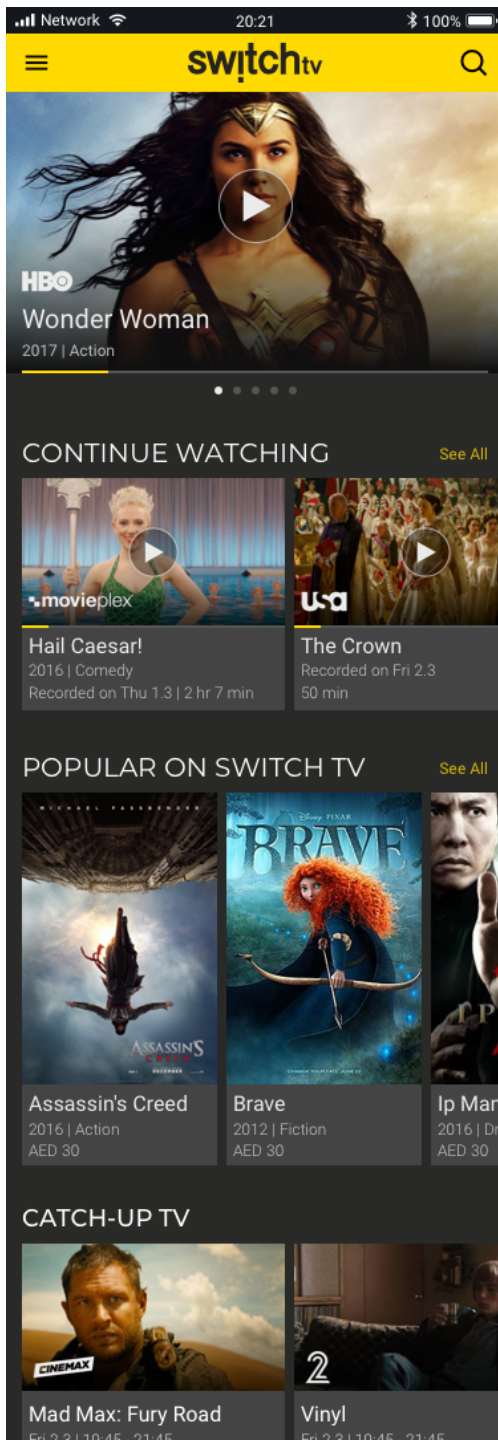
Business Objective

- To revamp Etisalat's OTT platform with a flexible and agile solution, Switch TV, that transforms the customer experience.
- To deliver personalized experiences seamlessly across managed and non-managed devices, offering distinctive value compared to current OTT players such as Netflix.



Solution

Comprehensive, end-to-end Infinite Platform and video network portfolio across multiple devices for supporting myriad channels.



Outcome



Lets Etisalat operate, monetize and scale a multiscreen service with over 600 free and premium live TV channels, as well as catch-up and on-demand TV



Offers subscribers a user-friendly and agile UI



Enables Etisalat to customize the app, add new features, and go to market quickly



Supports multi-tenant services and multi-language requirements