How Vodafone is Creating a Next-Generation Unified Global TV Platform

Business Objective

- To create a unified global cloud TV platform running on Gigabit infrastructure in every country where Vodafone offers a TV service.

- To integrate the recently acquired Unitymedia cable TV platform and Horizon set-top boxes with Vodafone's GigaTV in Germany.

Solution

Infinite Platform, security solutions and end-to-end integration services.

What Vodafone Said...

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"Synamedia was the ideal choice to help us with this uniquely complex migration project in Germany, as well as our strategic global transformation. Their technology, end-to-end integration skills and security solutions will help Vodafone effect a smooth transition to a unified Gigabit-ready cloud TV platform."

Tanja Richter, Technology Director Consumer Product and Services Vodafone Group

Outcome

Boost operational efficiencies

Offer a best-in-class subscriber experience across a newly expanded subscriber base

Upgrade UnityMedia STBs to avoid expensive swap-out among cable customers in largest German TV market