

Comcast Technology Solutions (CTS) Unifies Billing Across Diverse Business Lines

Overview

Industry: Media, Technology, and Communications

Profile: Comcast Technology Solutions provides a proven and scalable technology portfolio to third-party media, broadcast, content, communications, and advertising companies.

Challenges

- Anticipated rapid growth in ad delivery business
- Operational Inefficiencies due to multiple legacy billing systems and manual billing processes
- Different processes across businesses made organizational movement challenging
- Product offerings limited by existing systems and processes

Solution

- Single scalable monetization platform across entire product portfolio
- Configurable & manageable by finance team
- Flexibility to handle complex rate cards and diverse billing needs
- Standard billing processes across business lines

Benefits

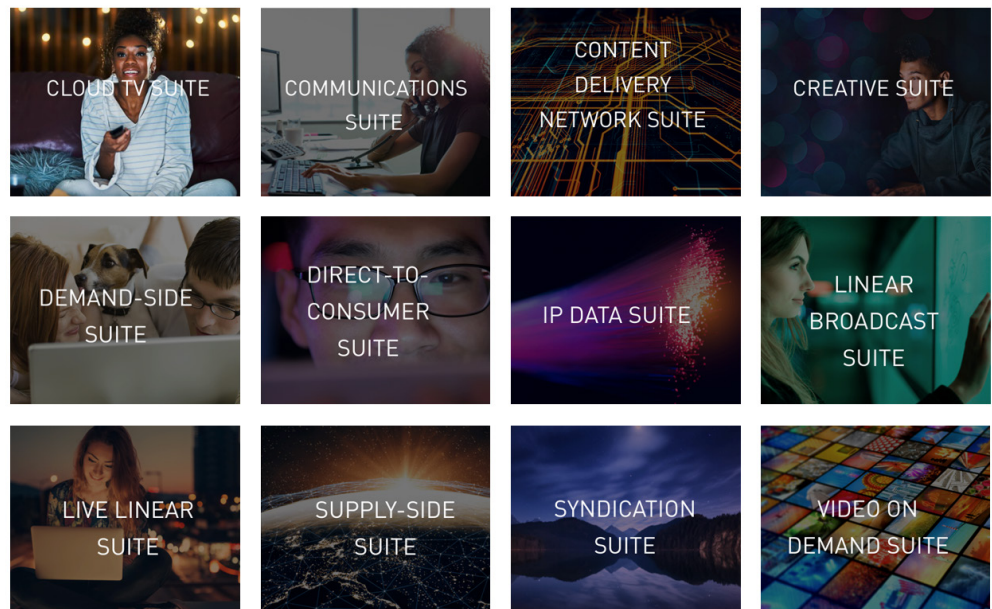
- Increased flexibility to support wide range of products, bundles and rates
- Improved operational efficiencies in communications and collections
- Boosted revenue and customer satisfaction

Comcast Technology Solutions leverages Comcast Cable’s broadcast and media portfolio to bring innovation and technology solutions to Multichannel Video Programming Distributors (MVPDS) & Cable Operators, OTT Content & Streaming Providers, Advertisers, and Communication Providers.

The relationship between content, consumers, and services is constantly changing. CTS needed to ensure their billing solution could accommodate the widest array of monetization models at scale to enable bringing innovative products to market now and in the future.

Catalyst for Change

Comcast Technology Solutions saw the opportunity in the booming digital video and advertising markets yet faced the challenge of legacy systems and manual processes limiting their ability to scale. CTS required a new flexible platform to support rapid introduction of new products, swift automated invoicing, and efficient payment processing. CTS needed a single new platform for eighteen lines of business across two divisions to replace multiple legacy systems and home-grown solutions that were relying on custom code and manual processes.



“Aria’s platform gives finance the flexibility, scalability and efficiency to bring innovative new products to market and improve the customer experience now and into the future”

- Brian Smith, CFO, Comcast Technology Solutions

The Solution

Comcast Technology Solutions chose Aria Systems' billing and monetization platform to unify the billing of 18 lines of business across two divisions. CTS began with the most challenging and high-volume line of business first: Ad Delivery. To enable sales to satisfy clients' needs, they needed the ability to quickly introduce offers, using complex multi-dimensional rate cards (25 and growing) applied based on configurable business rules. Aria's solution replaced the custom coded solution for the first line of business, then the other lines of business rapidly followed. CTS eliminated three different legacy billing systems and now operates on a single billing and monetization platform that integrates with their other business systems and automates the order-to-cash process.

Solution highlights:



Configured – Not custom coded

Ease implementation effort, minimize maintenance support costs, and enable personnel mobility.



Cloud-based

Extensible and scalable to support the growth of CTS businesses



Future-Proof

Highly flexible and adaptable to support the launch of new products, new subscription and monetization models.

The Results

Comcast Technology Solutions was able to simplify processing of complex rate cards and increase the velocity of billing, which enabled the organization to make business commitments to clients in a fast-growing market segment, from order delivery to invoice in under an hour. Aria's platform has provided CTS with a robust and scalable solution that meets the current and future needs of its media technology portfolio.

CTS now manages subscriptions in a single platform, giving the finance team more autonomy to support the changing needs of the business without IT support. The solution offers superior customer experience through automated order-to-cash and improved efficiency of processing payments. By replacing its three legacy systems and manual spreadsheets with a flexible, streamlined billing solution, CTS is well-positioned to respond to market changes and competitive challenges.

Benefit highlights:



Increased Flexibility

Enabled a wider array of product offerings via flexible, often complex, recurring revenue models.



Improved Efficiencies

Improved operational efficiencies through automation.



Boosted Revenue

Increased revenue and improved customer satisfaction with new product offers with a more timely SLA.