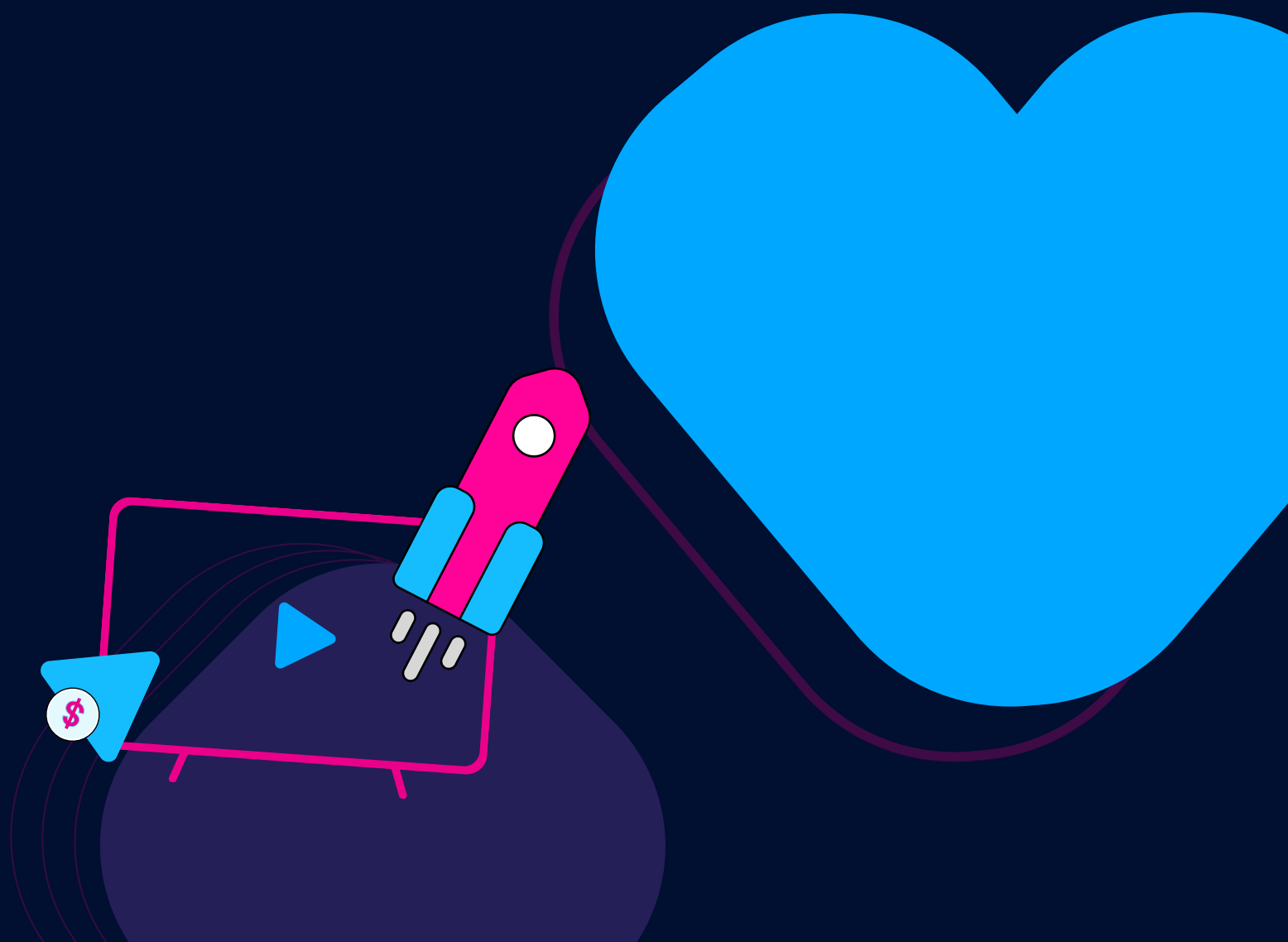




Increasing Value While Reducing Costs: Astro's PayTV Success Story

Learn How the Evergent Monetization Platform
Powered Unprecedented Growth



PayTV BSS Transformation for Strategic Cost Takeout and Powering Unprecedented Growth

The Evergent Difference

What if you could reduce your costs, double your 'speed to market' and reduce prices for your end users by 30%, all while providing more content? Astro did exactly that by taking the bold step to replace its 20-year-old legacy Business Support System (BSS) with the Evergent Monetization Platform.

A Sneak Peek into the Outcomes:

- 50% reduction in time-to-market
- $\frac{2}{3}$ reduction in operational costs
- 50% reduction in change request costs
- 30% improvement in customer service turnaround time
- Lower effective consumer pricing



The cost we saved from this project goes back to our customers as it helps us keep our overall price lower while providing quality content.



-Euan Smith, Group CEO at Astro

About Astro: The Heart of Malaysian Storytelling

Astro is a household name in Malaysia. With a 65% PayTV penetration, this prominent provider reaches over 5.3 million households, offering access to hundreds of linear channels and thousands of on-demand videos. It is, as Group CEO Smith calls it, part of the "fabric of society."

The Challenges: High Costs, Low Responsiveness

Like many PayTV operators, Astro sought to reduce its costs while increasing its ability to quickly respond to market needs. To achieve this goal, Astro needed to transform its BSS away from its legacy system, which was creating significant limitations, including:

- Excessive maintenance costs consuming IT budgets
- Manual processes creating operational bottlenecks
- Prohibitive change costs slowing time-to-market
- Complex partner integrations limiting service expansion
- Inflexible customer journeys hindering digital transformation

The Solution: The Evergent Monetization Platform

Astro made the bold decision to replace its legacy BSS with Evergent's agile, cloud-based platform. The journey started with choosing Evergent for launching Astro's OTT service (Sooka), followed by deploying Evergent for the pre-paid TV offering (njoy) and then finally taking the big leap of faith - replacing the legacy BSS system for post-paid PayTV, broadband subscribers as well as B2B users. The last stage, including the migration took only 9 months and enabled:

- Unified BSS and CRM across all services
- New digital capabilities, including:
 - Configuration driven product and pricing
 - Self-service dealer portal
 - Lead management
 - Robust self-care and CRM

Business Results

- 50% reduction in time-to-market for new offerings and promotions
- A $\frac{2}{3}$ reduction in operational costs through automation and cloud efficiencies
- 50% reduction in change request costs
- 30% improvement in customer service turnaround time
- Lower effective consumer pricing through operational savings passed on to customers
- Real-time partner integration supporting 16 third-party apps and services
- Enhanced bundle flexibility enabling new revenue opportunities

The Long Term Benefits of System Agility

Astro is now positioned to rapidly create, tailor, and deploy new subscription service offerings across pre-paid and post-paid PayTV, broadband and OTT streaming models, including the recently launched Astro One ultra-personalized PayTV packages.

The impact on pricing and customer growth has been significant - and intertwined. Strategic pricing adjustments, enabled by operational efficiencies, have led to price reductions extended to the end user and even more content at every price point.

Meaningful Value for End Users

- Consumers now enjoy up to 30 percent lower pricing in the new packaging constructs, enabled by streamlining operations
- Content offerings at entry level have expanded significantly through increased production and licensing investments
- Redesigned billing to reduce confusion and improve retention

A Final Note on Data Migration

The journey of transformation described above naturally raises questions about data management—a critical consideration when evolving from entrenched, outdated systems. Data migration presents one of the most complex aspects of such transitions. Recognizing this complexity, Evergent's experienced specialists collaborated closely with Astro's team to orchestrate a carefully planned, phased migration strategy, ensuring seamless continuity throughout this comprehensive transformation.

“Going through a data migration is the single biggest challenge anyone will have when upgrading billing and subscriber management, but the benefit of getting through it is so huge – we've now massively cleaned up our own house.”

-Euan Smith, Group CEO at Astro