



# Prudent Technologies Private Limited

37/611-B, Illathuparambil Buildings, S. A. Road, Kadavanthra, Kochi, India – 682 020.  
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Written Comments on the draft Regulation The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations 2017



**Telecom Regulatory Authority of India**



Project Title	Written Comments on the draft Regulation The Telecommunication (Broadcasting and Cable) Services Standards of Quality of Service and Consumer Protection (Addressable Systems) Regulations 2017-
Prepared By	
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### SYNOPSIS

- A brief description of the firm/Organization and an outline of recent experience on assignments/projects of similar nature executed.
- A Summary of the Draft (Second Amendment) respected to the TRAI regulation published on 9<sup>th</sup> August 2019.
- Comments are incorporated with respect to the Draft (Second Amendment) respected to the TRAI regulation published on 9<sup>th</sup> August 2019.
- Proposal addresses all the components laid out in the Draft (Second Amendment) /Another proposed methodology/Conceptual sharing.



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## INDEX

Company Overview .....	4
Summary .....	5
Comments .....	6
Proposed Methodology and conceptual sharing.....	7-8



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## COMPANY OVERVIEW

Prudent Technologies Pvt Ltd is one of the leading and fast growing IT organizations in Kerala, India. The company has a wide range of software products and serves a large number of corporate and multinational customers in India and overseas.

We commit to delivering products, solutions and services to our customers ensuring utmost quality driven by our motto 'Customer Satisfaction through Quality of Service

Our highly experienced team comprises of exceedingly qualified, ingenious and technically oriented professionals who are specialized in different domains of expertise. Our experts wield their expertise in numerous areas ranging from custom software development, middle and large sized entrepreneurial projects/products to large scale systems for prominent corporations. Our technically oriented engineers use their expertise in taking up and completing complex projects from which most developers often shy away. We believe in forming close partnership with our clients to develop a more profound understanding of their requirements and work methods. We have learned from years of our experience that working together is central to creating intelligent solutions to meet the ever evolving demands of customers.

We have diverse collective experience in a range of development languages and platforms. From supporting legacy technologies to developing in cutting edge languages, our projects leverage the toolkits and systems that best fit the distinct needs of the client

We possess a rich experience in the telecom domain, our areas of expertise range across the SDLC from architectural design, software development, unit and integration testing and implementation for a variety of applications:

### SOLUTIONS

- ✓ IN/Camel Based Solution
- ✓ IVRS
- ✓ Bill Payment Solution
- ✓ Location Based Solution
- ✓ Beach Comber plus solution
- ✓ Enterprise Business Solution
- ✓ Call Center Solution

### PRODUCTS

- ✓ Telephony
- ✓ Long Code SMS
- ✓ PruESME
- ✓ USSD Gateway
- ✓ Sparse Alert
- ✓ Missed Call Alert
- ✓ CDR Billing

### VAS

- ✓ Cinema Booking
- ✓ Election Vote Result
- ✓ Academic Result
- ✓ Cricket Score

### PROJECTS

- ✓ Mobile Application
- ✓ Web Application
- ✓ Desktop Application



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## Summary

This document (Draft (Second Amendment)) defines specifications for Web APIs to allow easy interchange of information between a Distribution Platform and a third-party app. Such information includes the details of channels and bouquets that the platform offers to its customers, the current active subscription of a user, and the updated subscription that the user is desirous of setting.

The APIs are designed to enable such interchange without sharing information that either personally identifies a subscriber or which is not necessary to accomplish the task at hand

## Summary

- Third party needs to develop mobile app for TRAI , for the interchange of information between a Distribution Platform and end user.
  
- This Application should contain and acquire following details;
  - Customer current subscriptions from Distributor platform
  - Provide options of channels/bouquets for selections
  - Set customer subscriptions of their choices on the Distributor platform.
  - Subscribers balance information /deletion and selections of channels etc..
  - To ease TV viewing experience of the customers
  - To ease selection of channels of their interest
  - To help customers reduce TV viewing charges by optimizing their subscription while allowing them to view channels of their interest
  
- The objective of this document is to facilitate the development of Channel Selection IT ecosystem for participating entities. The seamless interconnectivity of the participants is very crucial for the successful implementation of the ecosystem, to facilitate customer to compare and optimize the offerings available to them provided by their respective DPOs.



## Comments

Request for the clarification of Draft (Second Amendment) respected to the TRAI regulation published on 9<sup>th</sup> August 2019.

We have gone through the Draft (Second Amendment ) the and shared scopes are very much doable and we already having similar experience in Mobile APP as well as providing different solutions with Different major cable operators like Dish TV , TATA SKY etc...Based on our detailed scanning , have across following disconnects with respect to the Draft Amendment.

- 1) Expiry intimation of subscription / down time occurred by DPOs and Portable options have not be mentioned in the draft , how those functions shall work ?
- 2) How would be the API communication in between TPD and DPOs?
- 3) Who will provide the DPO APIs ? Do we have to develop APIs for DPOs?
- 4) Is there intermediary DB service required for this API communication?
- 5) Any requirement of Recharge options for channel subscription and New registration by end user ?
- 6) Please confirm the technologies which are needs to be used for suggested Mobile app



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## Proposed Methodology and conceptual sharing

Prudent Technologies Pvt Ltd is offering various solution like Voice, SMS, CHATBOT & USSD for engaging with our esteemed consumers presently . Based on our experience /expertise we suggest to have the below engagement on **Voice, SMS & Chatbot**, as it will be across mobile subscribers Pan-India wise.

With Reference to the Draft Amendment , we propose below methods for your kind perusal(It's only high level and can be refined based on your requirement) .

### **Engagement Over Voice+CHATBOT**

- Distributor/TRAI can publish a 10 digit number (Common Number ) for Cable TV subscribers
- End Customers Call this Number (Pre – Matured Call )
- Either this may be new subscribers / Registered consumers
- Our Cloud Telephony shall validate the Mobile Numbers over real time API/offline database sync
- If Numbers identified, then our Cloud Telephony system shall sent acknowledgment SMS With CHATBOT LINK.
- From the CHAT BOT – LINK , when they open , option will be asked to enter subscribers ID / Customer current subscriptions from Distributor platform
- Provide options of channels/bouquets for selections /Set customer subscriptions of their choices on the Distributor platform.
- Subscribers balance information /deletion and selections of channels etc..

### **Engagement Over SMS+CHATBOT**

- Distributor/TRAI can publish a 10 digit number (Common Number ) for Cable TV subscribers
- End Customers Can Send incoming SMS(s) with any input
- Either this may be new subscribers / Registered consumers .
- Our Cloud Telephony shall validate the Mobile Numbers over real time API/offline database sync
- If Numbers identified, then our Cloud Telephony system shall sent acknowledgment SMS With CHATBOT LINK response with incoming SMS .
- From the CHAT BOT – LINK , when they open , option will be asked to enter subscribers ID / Customer current subscriptions from Distributor platform
- Provide options of channels/bouquets for selections /Set customer subscriptions of their choices on the Distributor platform.
- Subscribers balance information /deletion and selections of channels etc..







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## Areas of Expertise.

We are predominantly platform providers to Telecom operators and we are presently integrated with all major operators Vodafone, Idea, BSNL & Airtel. We can proudly mention ourselves as largest Enterprise Solutions Providers in Indian Telco space. We presently manage above 350mn calls & above 270mn MoU's per month and 500mn various transaction . The services to enterprise are extended on a OPEX model with various charging models like Transactions based model [Per process completion], minutes based charging, Platform rentals, etc.

The Details captured are for below mentioned enterprise offering.

1. Voice Platform As A Service
2. Long Code SMS platform
3. Location Based Services
4. Toll Free Data Services

Our platforms are presently servicing all major e-commerce companies, Government projects, All major Banks, etc.

Hope above suffices and stamps our eligibility & capability

## Purchase Order of Similar on Similar technology adopted.

Please do have look at the below Purchase Order details wherein we have used similar technology to be based on the required RFP. (Soft copy of the PO attached herewith separate folder).

Following for your kind perusal.

Sn No:	Project Name	Customer Name	PO Number	Project Status
1	Intelligent Sales Force Tracking (ISFT) Mobile App	Idea Cellular Limited - Karnataka	12414402181	Delivered
2	Collection FOS Tracker Mobile App	Idea Cellular Limited - Kerala	11816402194	Delivered
3	Mobile software application & web interface development for single unit.	Malabar Regional Co-Operative Milk Producers Union Limited	NO:MRU:MIS&S : 83/2 016 I 632	Delivered