

A Project - 'Easy Sourcing'

A Success Story of Iconic Turnkey Project Management

The Issue

- The client, a nation-wide TV broadcaster of a third world country, planned to launch their digital TV service over hybrid terrestrial and satellite channels for urban as well as rural coverage. Spectrum efficiency and cost were their key considerations.
- To satisfy these goals, their purchasers had first to hunt for an affordable H.264 combo receiver. It is a significant cost driver by quantity. There were however three challenges, viz. technology readiness, localization and trade issues. H.264 was firstly not ready off-the-shelf and compatibility to all other MPEG4 variants not guaranteed, as they were interim standards only. Further, language, OSD and CA used had to be localized also, thus requiring lot of design engineering supports. Finally, trade bureaucracy was another great hurdle not to be ignored.

A-ally's Approach

- A-ally resolved all these issues for client at one-go with a turnkey project management package covering the vital strategic roadmap for technology migration in future, arranging a syndicate of established Chinese design houses and manufacturers for the re-engineering, supply and maintenance of the combo receivers at very competitive pricing and equally important also tying up with an influential agent seasoned in the local transactional and regulatory game plays as well as product support services.

The Stellar Results

- The client was particularly satisfied with the single point of contact and the execution integrity in handling complexity of this scale, which helped boost cost effectiveness, efficiency and their customer loyalty.

For enquire, please contact user@aally-international.com.