Netsmartz **Designs, Develops, and Integrates Functionalities** for an **OTT Platform of an Indian DTH Giant**

Find out how team Netsmartz worked closely with the **client to help them redesign the entire solution architecture of an OTT platform** for a **DTH giant.**

About the Client

The client is a DTH service provider in India. They have in-house content production and distribution and a large-scale consumer base of more than 17 million subscribers and 16+ partners. Additionally, they have an OTT platform with 3+ million subscribers.
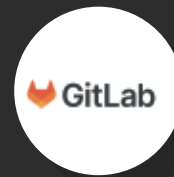
The Need

Our client wanted us to help them cope with the changing market trends in the media and entertainment industry by assisting them in growing their OTT platform. They were looking to leverage our expertise to migrate to unlocked media streaming devices.

- ✓ **Convert locked devices to media streaming devices**
- ✓ **Enhance consumer's viewing experience**
- ✓ **Redesign the OTT application**

Our Solution

After carefully analyzing the client's requirements, we started by developing a dedicated solution for unlocked devices. This also included defining various platform-specific configurations and working on front and back-end functionalities simultaneously.

Tech Stack

→ Dedicated Team Composition

Keeping the client's requirements in mind, we built a dedicated team of experts to work on the project. This team consisted of 4 Java developers and 1 Solution Architect who collaborated with the client to achieve the desired results.

→ Solution Development for Unlocked Devices

We started the project by developing a solution for unlocked devices. We defined platform-specific configurations, enabled the back end to handle new solutions with minimal modification and our QA team tested the application regularly on the side.

→ Front-end Solutions

Our front-end experts started working on the app design almost a week after the back-end and QA sprints were done. This practice was followed so that the entire project could be broken into smaller modules to speed up the process and maintain efficiency.

Outcomes Achieved

30% reduction in regression

Better app performance

Faster turnaround time

Why Netsmartz

- 25+ years of experience in empowering SaaS businesses
- 40+ tools and advanced tech stack across 100+ skill sets
- 24x7 dedicated support by AI-certified engineers
- Cloud-first approach for easy adaptability and scalability
- Home-grown SaaS success stories across the globe

About Netsmartz

Netsmartz is a leading growth and digital transformation partner for global enterprises and SaaS businesses. The USA-based software company was established in 1999 and continues to empower organizations with a dedicated team of over 1500 professionals, strategically located across 10 global offices, serving a diverse portfolio of over 2000 customers. From augmenting teams with dedicated tech and non-tech resources to integrating AI seamlessly across operations and ensuring robust cybersecurity, businesses rely on Netsmartz as their ultimate partner for accelerating growth, increasing ROI, and achieving unparalleled scalability.

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