

# Seamless Integration for Enhanced TV Experience

## Empowering GigaTV Customers with Apple TV's Ecosystem

Recognising the potential of TV as a strong revenue stream, Vodafone Germany wanted to integrate its GigaTV service with Apple TV, enabling customers to access their TV subscriptions directly through the Apple TV platform. Being a strategic Vodafone partner, Celfocus supported the project, which involved integrating the provisioning process (setting up new customers) and the Zero Sign-On (ZSO) functionality for a seamless login experience.



## CHALLENGE

The main challenge was to seamlessly integrate Vodafone's GigaTV service with the Apple TV ecosystem, including not only the technical integration, but also the ongoing management and evolution of the service. Achieving this required careful coordination and data exchange for accurate and efficient customer onboarding. Additionally, the integration had to comply with Apple's stringent security protocols and user interface guidelines.

## SOLUTION

Celfocus developed a cloud-based solution that guaranteed an authenticated secure connection between the 3rd party OTT App and Vodafone's TV service with Apple TV Zero Sign-On protocol and provisioning workflows. Key features include Provisioning Management, Identity Management, Monitoring and Alerting Mechanisms. AWS technology was used to ensure the following capabilities:

- Secured access through API Gateway
- AWS Lambda for optimal code/function execution and serverless infrastructure
- Data storage in S3 and DynamoDB
- Observability via CloudWatch

### TECHNOLOGIES:



## BENEFITS



**Enhanced Customer Experience**  
GigaTV customers can access their TV service directly on Apple TV without needing extra hardware.



**Expanded Reach:**  
The potential to extend the service to Vodafone TV customers broadens the market reach and customer base.



**Innovation & Market Leadership:**  
The integration highlights Vodafone Germany's role as an innovator in telecommunications, demonstrating its commitment to cutting-edge solutions.



**Zero Sign-On Convenience:** The ZSO implementation improves the user experience by enabling immediate content access without login credentials, offering a seamless onboarding experience.



**Increased TV Revenue:**  
By leveraging Apple TV's platform, Vodafone can unlock in-app purchase revenue, opening new revenue streams.

