

NOS & Tata Elxsi launch Digital Centre of Excellence (CoE) to accelerate Digital Transformation

Bangalore, 12 September 2018: NOS, SPGS S.A., the leading entertainment & communication provider in Portugal, today announced its collaboration with Tata Elxsi to launch a Digital Centre of Excellence (CoE). The centre will focus on digital transformation initiatives that are geared to deliver next generation services, enhance subscriber experience, and improve operational efficiency across their entire portfolio. This announcement comes as an expansion of the existing partnership around RDK solutions.

At a foundation level for enabling digital services, the CoE is already working on building the next generation broadband solutions integrating latest technologies such as WLAN / WiFi, Full-duplex DOCSIS 3.1 and IPTV / OTT video.

The CoE will further work on digital solutions for better customer service fulfillment and implement operational excellence through unified, digitized processes integrated with CI and DevOps.

This is supported by automation and end to end quality assurance with FalconEye, Tata Elxsi's leading automation suite.

"NOS continues to be the preferred service provider in Portugal, providing a technologically and digitally advanced television and broadband experience. This CoE will support NOS's long term strategy and digital transformation goals." said **KP Sreekumar, VP Broadcast Business, Tata Elxsi.**

"Tata Elxsi brings together excellent digital transformation capabilities coupled with deep domain experience to support our strategy of delivering new services, implementing operational excellence and automation as well as enhancing subscriber experience. We look forward to extending and expanding our partnership through this CoE", said **Pedro Bandeira, Product Development Director, NOS.**

Meet Tata Elxsi's team at IBC 2018, Booth 5.B26, RAI, Amsterdam, to learn how we help operators, media houses and media technology companies to execute their digital transformation strategy.

Experience solutions across IoT, automation, network transformation, Artificial Intelligence (AI), IP based video delivery and more

About NOS

NOS is the biggest communications and entertainment group in Portugal. It offers latest generation fixed and mobile phone, television, Internet, voice and data solutions for all market segments. It is leader in Pay TV, new generation broad band services and in cinema exhibition and distribution in Portugal. In the business segment, it has positioned itself as a sustainable alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services with tailor made solutions for each sector and for businesses of different sizes, complementing its offer with ICT and Cloud services. NOS is part of the main Portuguese stock exchange index (PSI-20), and has more than 4.7 million mobile phone, 1.6 million television, 1.8 million fixed telephone and 1.3 million fixed broad band Internet customers.

For more information, go to: <http://www.nos.pt/institucional>

About Tata Elxsi

Tata Elxsi is a global design and technology services company and a part of the \$100+ billion Tata Group. Tata Elxsi is a partner of choice for leading MSOs, content providers and studios to develop services and applications that create subscriber stickiness and drive revenue growth. Tata Elxsi's Digital Media Transformation solutions focus on OTT migration, Process automation, Virtualized SDN/NFV solutions, IoT and Big Data analytics.

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