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Dear Sir/Madam

Here is some points need to be consider for smooth operations of CAS and SMS

1. In Case of Single CAS system Headend if CAS provider also has a SMS, solution which can be managed from single server it should be accepted. (with separate database for CAS and SMS functionality)
2. To minimize investment part cloud SMS is a better option than a physical one (This will avoid data loss during system failure.)
3. Government should be able to give a common solution to the little operators like a hosted SMS so these operators need not use a professional SMS which is causing burden to Small Customer Base MSO.(Because of above point sometimes even a small operator who has 1000 connectivity and single CAS also is forced to buy third-party SMS investing lakhs of money into its working and maintenance.)
4. In Case of Cloud based SMS system provided by CAS provider and there is no way there can be any data different in CAS and SMS then one set of common reports should be enough from whole systems, as asking CAS and SMS reports from a black box CAS system doesn't prove anything.(Still confusion going on report format with different broadcasters , In Many cases Broadcaster modifies the meaning of the set TRAI standard to their understanding and keeps on asking different set of reports.)
5. Some broadcasters need all the reports that can be extracted from Third party SMS in CAS but these are two different systems SMS cannot do all what CAS can do.

6. Some SMS and CAS integrations are not completely followed. There should be a standard of which data should be synced or should be same in both systems.
7. It is observed that some Broadcaster Auditors want as it is extracted from XYZ SMS company which they feel is a good to look at and ease their work. This is kind of annoying as every broadcaster has one fancy story for this, putting up complication of how the report format should be.
8. which is causing developers the trouble how many such reports should exist in system that ultimately causes the load on system
9. Names and count of reports also vary as per the auditors. which they wish to be present in the system by default. Our concern is if every data is given from the system in their required format then what would the auditing team in their firm intend to do if everything is readymade

Best Regards
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