



# INCREASE CUSTOMER ENGAGEMENT ACROSS DIGITAL CHANNELS

Tavant partners with leading media companies to deliver innovative content monetization solutions



## Content Operations

Deliver the right content to the right viewer at the right time

Asset ingestion and transformation

Video lifecycle management



## Identity & Entitlement

Implement and protect rights

Identity management

Policy-based entitlement



## Subscription Management

Maximize revenue through multiple payment and retention methods

eCommerce solutions

Churn management



## Program Guide Workflow Management

Manage content metadata for easy discovery across channels

Content personalization

Content discovery



## Content Monetization

Increase ad sales through cross-platform ad solutions

Cross-media sales

Ad operations



## Success Story

### OTT Workflow Operations and Support

*A leading digital media company focused on providing streamlined media technology*

- Manage operations of a powerful content delivery platform distributing 25,000 live events annually and 10 million streams daily
- Publish playback, create metadata files, and send data downstream (CMS) for processing
- Manage on-demand content lifecycle



# VIDEO TESTING AUTOMATION FRAMEWORK

## Improve Quality of Experience through Flawless Content Delivery

Automates testing of different aspects of video, including video playback, streaming quality, player actions, user authentication, geo-location authentication, and integration with several video services.

Agile behavior driven development methodology to enable organizations deliver effective test cases using the framework.

### Differentiators

- > Customizable framework with inbuilt video playing ecosystem
- > Ability to test wide range of devices and platforms
- > Hundreds of pre-built use cases
- > Go to market in less than two days
- > Includes various alert mechanisms

### Success Story

#### Video Test Automation

*A leading American multinational media conglomerate*

- > Test automation of 'video delivery to OTT' applications on mobile devices and Android/Apple TV
- > Intercepting and logging all network calls with the help of Tavant's unified platform
- > Reduced regression cycle execution time from four days to a couple of hours
- > Automated 5,500 test cases



[tavant.com/media](http://tavant.com/media)



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