Cognizant Intelligent VideoXperience™

Bringing a seamless video experience to your customers and compelling economic value to your business, faster than ever.
Netflix customers watch 1 billion hours of content per week. YouTube visitors consume about 5 billion videos per day. What will you do to captivate your customers and stand out from the competition?

It starts with the right partner to help you define and execute your video strategy.

By 2021, video will account for 82% of all consumer Internet traffic. And video traffic is expected to grow 55% annually through 2020. For communications service providers, content providers, broadcasters, social media platforms and marketers, opportunities to drive growth through video offerings abound, but so do the challenges. These include:

- Competing effectively with shifting business models including subscription, advertisement and data-driven offerings.
- Having a clear vision for an engaging, customer experience and the strategy to monetize it.
- Delivering optimal video quality and a reliable service for all users, across multiple devices, delivery platforms and geographies.
- Formulating the best way to optimize your operations for maximum returns.
- Reducing revenue leakage from intellectual property theft and complying with regulations such as Title 6 in the United States.
- Enhancing brand safety by ensuring that content generated on your platform is safe for viewing and appropriate for specific audiences, such as children.

Addressing these challenges while trying to keep up with day-to-day operations can strain resources and limit effectiveness. As a digital video services leader, we partner with you to deliver market-winning strategies.

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2 Mobile video traffic to grow 55% per year, says Ericsson: https://www.digitaltveurope.com/2015/06/03/mobile-video-traffic-to-grow-55-per-year-says-ericsson/.
FROM STRATEGY, DESIGN AND DEVELOPMENT TO DELIVERY AND MANAGEMENT ACROSS ANY DEVICE, AT ANY SCALE, WHILE ACHIEVING FASTER TIME TO REVENUE.

Cognizant® Intelligent VideoXperience™ delivers results through a full range of solutions, capabilities and a comprehensive suite of services that can be deployed across a wide variety of use cases.

These are fully supported by a range and depth of experience of technology and business domains from several thousand consultants and engineers serving clients globally.

Solutions and capabilities

- Hybrid Video Delivery: Helping operators and media companies deliver over-the-top (OTT)-based video offerings as adjacent revenue stream to traditional video services.
- Immersive Video Experience: Creating engaging learning environments, enabling all-new fan encounters and improving field service effectiveness.
- Video Intelligence: Automating video content moderation to comply with regulation, delighting customers.

Use cases

- Hybrid video delivery on managed and unmanaged devices.
- Management of linear and non-linear distribution supply chain.
- Modernization of traditional video delivery, and content management systems.
- Collection and analysis of viewership and advertising data.
- Immersive customer experience.
- Automated content tagging for search and discovery.

The Cognizant Intelligent VideoXperience solution family gives you a proven, repeatable, accelerated path to delivering all new customer experiences to open up new revenue opportunities.

Services

Cognizant’s services help provide you with a clear vision of your video strategy, then take it from conception to completion in record time.

- Advisory Services
- Development and Validation Services
- Deployment and Support Services
- Managed Services
PROTECT YOUR CUSTOMERS AND BRAND
Guard your customers from offensive and illegal content by applying technology innovation mixed with augmented human intelligence to flag or remove troublesome material, enhancing both customer experience and brand reputation.

MONETIZE CUSTOMER EXPERIENCE
Profit from improved customer experience by getting the right content to the right audience at the right time through advanced analytics and hyper-personalized targeting.

ENSURE QUALITY EXPERIENCE
Comprehensive testing plus around-the-clock monitoring and support help ensure a seamless, reliable experience for all your customers, regardless of their location or preferred device.

SPEND LESS ON OPERATIONS
Automating asset and catalog management, billing and subscriber management, device management and customer self-service capabilities improve efficiency, scale and end-user experience at lower operating costs.

AMAZE AND DELIGHT AUDIENCES
Augmented and virtual reality capabilities such as 3D content and virtual environment creation can be quickly realized by our integrated team of user experience designers, engineers and content developers, using pre-built components. The result is thrilling, engaging and above all sticky content that will delight your customers.

REDUCE TIME TO MARKET
Our expertise in system integration of platforms, components, Operations, and Business Systems, our proven methodologies, and ready-to-deploy capabilities including industry-leading partner platforms can all be brought to bear to accelerate time to market for your video solutions.

ENHANCE ADVERTISING
Campaign management, driven by viewership and advertising analytics, and operations expertise from Cognizant will help ensure your customers’ advertising really meets their business and monetary objectives.
COGNIZANT DIGITAL VIDEO IN ACTION

Client challenge
A communications service provider wanted to create a hybrid video delivery platform for set-top boxes, iOS and Android phones, computers and a variety of other devices. Some of its product offerings were the first of their kind in the industry, requiring new delivery models such as fail-fast and DevOps for incremental rollout.

In addition, the client wanted the architecture to scale vertically to integrate with other product offerings.

Our solution
With our digital video solution, services and considerable experience, we delivered a holistic approach that encompassed development and testing, operations and automation. We augmented the client's engineering teams to help with the development of the set-top box, applications, back office and infrastructure.

We provided end-to-end testing across the digital ecosystem and gave the client the ability to track customer defects across multiple markets, while facilitating deployment through faster development, quality assurance and release cycles.

Operational support for event, incident, release, problem and change were all part of the package, as was performance monitoring, reporting, analysis and fine tuning.

Automated problem management tools helped reduce the time taken to solve defects, while a dedicated services desk speeded up problem resolution for high-value customers.

Business outcome
• Successful operations during peak events such as the 2016 U.S. elections and the 2017 Olympics.
• Savings of more than $20 million through offshoring and automation.
• Scaling delivery of hybrid video from 1m to 20m customers.

BUSINESS ADVANTAGES IN BRIEF

Enjoy the advantages of Cognizant Intelligent VideoXperience.

• Consolidate a comprehensive video ecosystem expertise in one place
• Significantly improve content experience and customer satisfaction
• Increase revenue at lower delivery cost
• Reduce time to market
• Improve search and discovery with automated tagging
INVESTING IN THE RELATIONSHIP, DELIVERING EXTRAORDINARY RESULTS

Cognizant Intelligent VideoXperience is your solution to drive new content experiences, outcomes and services, and Cognizant is your partner to get you there. To find out how we can collaborate with you to deliver on the promise of video, visit us at https://www.cognizant.com/information-media-entertainment.

Cognizant helps clients in communications, media and technology (CMT) transform into human-centric enterprises, enabling businesses to become more personal and relevant. We combine human science with computer science to translate customer insights into differentiated content, products and services that power your future in the digital era. Cognizant collaborates with you to accelerate the speed of delivering personalized business experiences through the tailored services of a boutique strategy firm, creative execution of an interactive agency and unmatched delivery capabilities of a global leader. We combine digital know-how with deep domain expertise in CMT sectors, technology innovations, proven vertical solutions and delivery excellence to bring your business vision to reality. Visit us at https://www.cognizant.com/communications-media-technology.

ABOUT COGNIZANT

Cognizant (Nasdaq-100: CTSH) is one of the world’s leading professional services companies, transforming clients’ business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 195 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us @Cognizant.

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