

Case Study: Communications, Media & Technology

Supply chain innovation fuels a media company's DTC success

By modernizing its media supply chain, a premium cable company repositioned its business for the direct-to-consumer sector—and quickly rose to the top.

Supply chains are fast becoming centers of innovation—and business opportunity. As a premium cable media company ramped up to enter the on-demand streaming sector, among its first steps was transforming its media supply chain to position the company for market leadership.

Our team led that transition, partnering with the company to deliver outstanding results. Backed by the ability of the revamped supply chain to easily scale content across multiple platforms, the company has quickly become a leader in the highly competitive direct-to-consumer (DTC) market. Equally important, the transition to the new platform was achieved with a remarkable 100% quality delivery.

At a glance

Transforming its media supply chain to serve the fast-growing streaming sector required a premium cable provider to revamp 20 core content delivery applications. Our team led the transition, adopting the Agile methodology and migrating the media supply chain from on-premise to the cloud-based Amazon Web Services. The engagement delivered the following business benefits:

- 100% quality content delivery with no defects or disruptions in the transition to the new platform
- Features added every 15 days

The challenge

To consumers, media supply chains are invisible, the magic that delivers the content they want to see at the moment they want to watch it. To companies, they're the workhorses that, together with the processes and applications that comprise them, form the backbone of their content operations. Meeting the demands of streaming models like DTC and over-the-top (OTT) requires supply chains to be more flexible and reliable than ever.

Our client's media supply chain consisted of 20 core content delivery applications, spanning everything from ingestion and transcoding to delivery and consumption. They also distributed pre- and post-air content, including promos and images, to the company's OTT platform, as well as its global partners and affiliates, such as airlines and hotels.

The exploding popularity of streaming services required a major shift for the company. Its media supply chain had been built to serve programs and events that air at scheduled times. Streaming requires a supply chain that serves non-linear models such as DTC and OTT. In addition to its commitment to modernization, the company wanted a media supply chain that would deliver business outcomes such as scalability and improved efficiency and service.

The approach

The company turned to Cognizant based on the quality of our delivery and our team's extensive media expertise. We partnered closely with the company to ensure our architecture and solutions delivered on the organization's critical business needs. Our initial steps included assembling a team to transition away from the incumbent vendor and to gain a deeper understanding of the company's complex application landscape. We leveraged Cognizant's consulting team to understand the "as-is" business process and the scope of individual applications, as well as system and business process integration points.

Business outcomes

From the engagement's outset, our team was committed to understanding the client's business as thoroughly as its own staff. That commitment played a key role in the project's success.

For example, in a rapidly evolving sector like on-demand content, it was essential to transition the company's software development processes from waterfall methodology to the faster, iterative Agile approach. The decision to adopt Agile also contributed to our 100% quality content delivery: By identifying all defects during story development, we encountered zero defects or disruptions in the transition to the new platform—a standout result that far exceeds typical quality ratings of 90%.

Another hallmark of the extensive engagement was the high degree of coordination required among teams. Working side by side with the client's software managers, we established a creative, productive relationship. Since the supply chain's launch, our team has continued to serve as product owners for the applications and processes.

The media supply chain's success positions the company for global expansion in the streaming sector. We're now working to roll out the capabilities beyond North America, with steps underway to expand to Latin America. In addition, our team continues to partner with the client to deliver on its business objectives, and we're now working to deploy personalized ads that will deepen subscriber engagement.

As the company continues to make inroads in the streaming sector, it has the competitive advantage of a media supply chain positioned to lead the marketplace.

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 185 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](https://twitter.com/Cognizant).



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