



Media & Entertainment case study

Bell Media accelerates time to market for streaming service

Content creation company optimizes multiple streaming services with DevOps and enables a culture of continuous improvement.

The challenge

Bell Media is a Canadian content creation company with assets in television, radio, out-of-home advertising, digital media and more. As one of Canada's leading broadcasters, the company delivers multiple streaming services optimized with DevOps (a set of practices that combine software development and IT operations).

To remain competitive and meet growing customer demand, Bell Media wanted to enhance its streaming platform features. In addition, the company aimed to accelerate deployments and make product releases shorter and more reliable without impacting tight product timelines. As one of Bell Media's preferred partners, Contino, a Cognizant Company (a relationship built on our acquisition of Contino, a technology consulting firm) helped the company improve test automation, use web-based tools to expand streaming capabilities, and speed release cycles.

BellMedia

At a glance

Industry

Media & Entertainment

Location

Canada

Challenge

- Enhance streaming capabilities
- Accelerate deployments and product releases

Products and Services

- DevOps
- Test automation

Success Highlights

- Reduced deployment time by 70%
- Decreased process complexity by 60%
- Reduced risk of customer impact during product deployments
- Accelerated time to market
- Increased effectiveness of agile meetings
- Improved communication and problem testing

The approach

We worked closely with Bell Media team members to:

- Improve deployment time and stability
- Enable environmental consistency
- Introduce test automation
- Improve test data management
- Establish clear acceptance criteria
- Foster team collaboration

To accomplish these goals, we delivered a DevOps minimal viable product (MVP) that could be used across Bell Media's other digital platforms.

System thinking

We standardized building, testing and deployment processes, which streamlined the software development life cycle (SDLC) from local development to production pipelines. We also enabled consistency within build and deployment environments across local and continuous integration and deployment (CI/CD) pipelines.

Amplified feedback loops

To eliminate manual testing, we introduced test automation. This allowed testing to be shifted to earlier parts of Bell Media's development lifecycle. In addition, we introduced various software tools and established them as an operating standard for Bell Media to improve acceptance criteria codification. This also helped consolidate quality assurance (QA) testing and software engineering processes.

Development strategy and new tooling

We created a proof of concept (POC) to break up monolithic services and enable universal processes that could be applied to environments across all use cases while supporting practical testing. In addition, we developed a tool to create test data that was predictable and could be deployed in a long-term test environment.



“Contino continuously recommended small changes that the team could adopt ‘yesterday’. They took our suggestion to have Bell Media team members lead the weekly demos, which was a great success. I could sense that there was buy-in to the idea and understanding of how to apply the new practices.”

Eloi Minka, Director, Content Ingest &
Delivery, Bell Media

Business outcomes

With our digital expertise, Bell Media accelerated its overall deployment times from days to an hour. Delays in feature creation were also reduced by days and were enabled by more complete acceptance criteria. Additionally, the company reduced its acceptance testing cycle by days with automation and repeatability. We also facilitated upskilling, enabled reusability of deployments and standardized various environments to add more predictability to release cycles.

Our guided and collaborative meetings with Bell Media ensured that—from the beginning of conception—teams understood the exact desired outcome, resulting in better estimation, less churn and higher team dynamics. The ability to release any microservice as needed will also lead to shorter and faster releases, accelerating the company's time to market and reducing risk. Business benefits include:

- Reduced deployment time by 70%
- Decreased process complexity by 60%
- Increased effectiveness of agile meetings
- Improved communication and problem testing

Together, Cognizant Contino and Bell Media set the stage to deliver streaming services faster and more predictably. By adopting processes where

cycle time can be measured and optimized, Bell Media will be able to keep its momentum going and grow a culture of continuous improvement. Now, the company can launch services on its streaming platform with less technical risk—and continue improving high-impact processes that elevate customer experiences.

“Contino paired with members of our technical team to tackle specific problems in our environment and deliver solutions together. They were focused on our needs from day one, rather than one-size-fits-all advice. Cognizant Contino was able to make impactful progress in a very short time.”

Sunny Choe, Director Digital PMO & Product Delivery, Bell Media

About Client

Bell Media creates content and builds brands that entertain, inform, engage and inspire audiences through the platforms of its choice. The company owns more than 30 local television stations led by Canada's highest-rated television network. Bell Media is also Canada's largest radio broadcaster and operates more than 200 websites. To learn more, visit www.bellmedia.ca.



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