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

**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