Tavant Technologies, headquartered in Santa Clara, Calif., is a specialized software solutions and services provider to the Media & Entertainment industry. Incorporated in 2000, Tavant differentiates itself through its ability to reliably apply technology to the most complex and highest performing application environments, in-depth industry domain expertise and a superior outsourcing experience.
**AD OPS WORKFLOW AUTOMATION**

Media planning and Ad Trafficking Solution for a Global Multimedia News and Information company to help in effective media planning.

**Business Objective**
- Automate proposal planning, pricing and inventory management from multiple sources and proposal creation
- Enable a RIA dashboard to create, target, track and configure campaigns
- Run diagnostics and troubleshoot existing campaigns, generate audit trails, and integrate live campaign performance reporting

**Solution**

**Effective Media Planning**
- Centralized proposal repository
- Dynamic dashboard/reporting module to analyze proposal data
- Pricing data management and recommendation
- Ad trafficking application to configure ad campaigns by targeting geographic, demographic, time zone day-part, and custom data
- Tool support for HTML ad tag validation, production support and campaign performance
- Mobile and video ad tag generation

**Business Impact**
- Elimination of errors
- Improved proposal analysis, pricing management, and trend analysis
- Efficient campaign management
- Improved interfaces for better campaign monitoring
- Seamless integration with existing systems
- Greater data security via role-based access and cross-domain authentication

**SCALABLE REPORTING SOLUTION**

A Big Data solution for one of the largest mobile advertising network to process first & third-party data and to generate publisher and advertiser reports in near real time.

**Business Objective**
- Handle large volumes of data from multiple sources
- Analyze data, generate reports and handle multiple data sources like web logs, OLTP, etc.
- Increase the frequency of data processing

**Solution**

**Adopting Big Data technologies**
- Collects logs automatically from the ad servers and uploads to Amazon S3
- Records millions of click-throughs ad requests from several users across regions
- Provides access to vital reports like campaign performance, daily traffic information etc. within 20 minutes
- Leverages technologies like Hadoop, No-SQL databases and Tableau

**Business Impact**
- Reports and insights about campaign performance near real time
- Better monitoring and optimization of campaign performance
- Increased monetization for publishers
- Expanded advertiser reach (clicks, CTR)

**Tavant Ad Technology Expertise**
- Develop scalable custom web based systems with high concurrency and availability
- Leverage technologies such as Scala, Erlang, Python, C++, Ruby, Node.js, Avro. to create highly scalable systems
- Provide data insights through Amazon EMR, Esper, Storm, Kafka, R, Big Streams, Hive, Pig and related technologies
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Business Solutions

- **Advertising Systems Architecture**
  - Design and Implementation of highly scalable server systems
  - Development of API and integration frameworks
- **Data Insights**
  - Providing near real-time reports, leveraging Big Data solutions to process large volumes of first and third party data
  - Solutions capable of processing terabytes of data using modern NoSQL databases
  - Leveraging machine learning to improve audience segmentation
- **Ad Ops Automation**
  - Media planning and campaign management automation
- **Verification and Testing**
  - Automated validation and testing

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