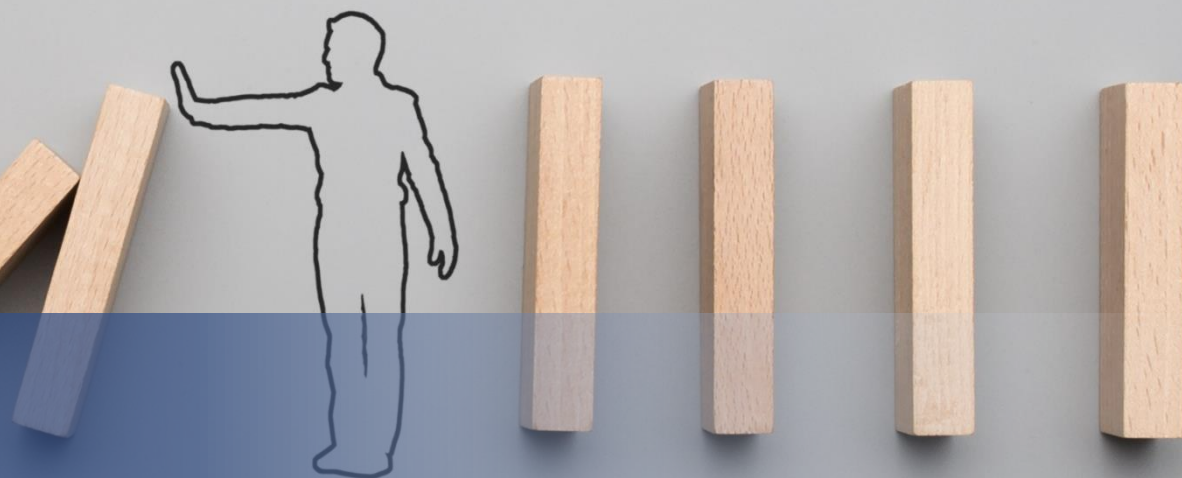


DISCOVER

QoEtient



TAKE CONTROL OF YOUR VIDEO DevOps

While content is still the king in the OTT market, the video quality of experience (QoE) has become the real differentiator among the OTT operators

- It is found that the churn from buffering complaints alone is around 5%, and is only increasing day-by-day
- All QoE issues put together amounts to around 12% of the total churn
- Dynamic ad insertion has almost doubled the QoE problems.
- Almost 35% of the ads are not being delivered as expected
- Besides all these, getting QoE wrong in this competitive market severely impacts the brand image



Some of the reasons why the service providers are struggling to deliver superior QoE

- Operations often track QoE, and the developers get the last view of the QoE metrics. Hence the developers fail to measure the impact of their implementation on the QoE delivery to end customer
- Last mile vs. the last yard challenges. Without player optimization, organizations often spend a lot of money on the CDNs, but in vain. CDN is considered as the last mile to ensure QoS, whereas player optimization is the last yard which is directly linked to QoE
- Relying on traditional functional frameworks for QA when QoE has become critical to a sustained business
- Plethora of devices adding more stress on the test coverage. With no sufficient automation of player and playback testing, the QoE checks are often missed out.



Proactively address the most common and dreaded customer complaints related to the QoE delivery, and avoid the churn

- Define a QoE strategy based on the leading indicators, built right into the dev-test cycle
- Define and measure the streaming performance KPIs covering the player, playback, and stream configurations.
- Optimize the streaming performance in the lab for real-world network and delivery scenarios (aka last yard QoE challenges)
- Employ a unified functional and QoE improvement platform to cover QoE testing alongside the traditional QA testing
- Streamline QA and Operations team by using a single source of truth to identify and resolve the QoE issues

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Non-intrusive, Agent-less Video DevOps Swiss-knife

Predict app/ player behavior & test your strategy



Playback Testing



Player Optimisation



Content Validation



Stream Optimisation



Multi-Screen Test Automation

- Functional/ Regression/ Smoke/ Sanity/...
- Performance
- Stability

Proactive QoE improvement

- Know beforehand your app/player performance capabilities
- Identify the content settings that work the best for your target app/player
- Identify the bottlenecks in your delivery pipeline
- Evaluate the changes in delivery pipeline components for the impact on QoE even before commissioning

Monitoring of KPIs & SLA for content delivery (QoS & QoE)

- Service & content availability
- Validation of titles, metadata & posters
- Video playback QoE

Reduce the Defect Resolution Time

- Capture critical information necessary to address transient issues
- Provide feedback loop for the engineering team to analyze or reproduce the issues
- Single source of truth between Operations and Dev teams to evaluate and accept the issues reported

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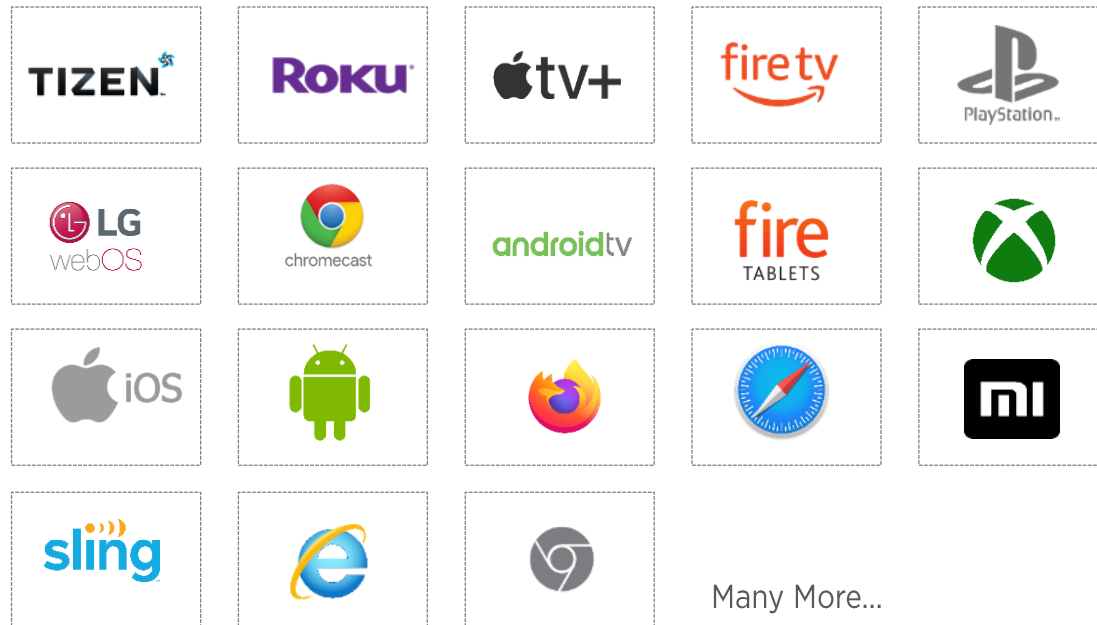
Key Highlights

- Real devices, real-world network patterns
- Frame accurate performance measurement of up to 60FPS
- AI/ML backed video quality analysis
- Test vs. Video log vs. Network log vs. Device log correlation for quicker triaging
- Predefined QoE KPIs & network patterns for streaming performance benchmarking
- Test dev streams on the infield apps without any modifications to the app

Supported Platforms

Any Device, Any App

Single platform for **Web, Android/iOS platforms, Streaming devices, Smart TVs, Gaming consoles and Set-top-boxes**



ABOUT US

Tata Elxsi, headquartered in Bengaluru, is amongst the world's leading providers of design and technology services across industries including Automotive, Broadcast, Communications and Healthcare. This is supported by a talent pool of over 6000 employees and a network of design studios, development centres and offices around the globe including NA, Europe & APAC.

Tata Elxsi helps customers reimagine their products and services through design thinking and application of digital technologies such as IoT (Internet of Things), Cloud, Mobility, Virtual Reality, and Artificial Intelligence.

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