TATA ELXSI

DISCOVER
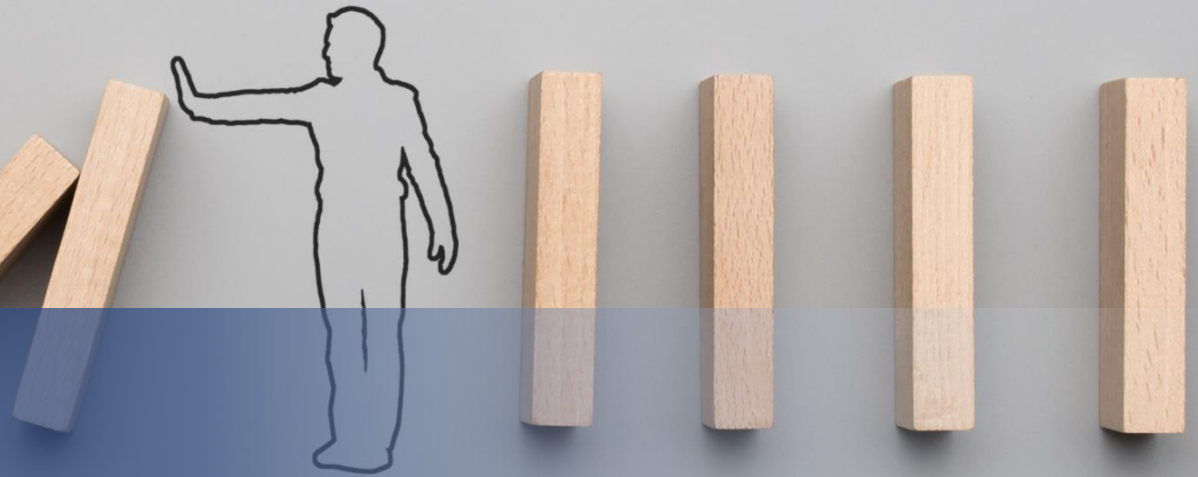## QoEtient

TAKE CONTROL OF YOUR VIDEO DevOps

Proactively address the most common and dreaded customer complaints like, I have 100Mbps connection yet,

- I see a lot of buffering happening
- The quality of the video looks horrible for the connection I have
- The video takes ages to start playout
- There are frequent video start fails, and play fails
- The app is too slow to load6.It's a pain to navigate through the catalog & recommendations

This is typically due to

- "Best to market" and not first to market that drives customer satisfaction and impacts churn in the video delivery market
- Developers get the last view of the QoE metrics, and thus poor QoE
- Without player optimization, organizations often spend a lot on CDNs
- With the Quality of video experience becoming more important, functional automation frameworks alone do not sufficiently address the social media-sensitive customer needs.
- Plethora of devices (device fragmentation) causing more stress on the development and testing team, leading to fragmented dev and test, increasing the development costs by at least 40%.

Equip your team to address these issue before it annoys the customers

- Re-define and track proactive QoE KPIs throughout the content cycle, right from the developers
- Employ unified automation and QoE platforms, thus making developers QoE aware
- Employ unified platform across platforms, thus enabling more streamlined dev and ops teams
- Challenge the status quo of MOS-only QoE matrices by adding more actionable and non-intrusive Frame-accurate matrices.
- Define QoE strategy based on leading indicators right into the dev-test cycle
- Ensure QoE integrates well into your CI pipeline to have QoE driven development strategies

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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

A single solution for both QA and Operations needs

▪ Enables proactive QoE delivery analysis and provides actionable insights to build customized and engaging experiences to avoid churn and maximize revenue
  • 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

▪ 24/7 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, @ any Scale

Single platform for **Web, Android/iOS platforms, streaming devices** (Eg: fire TV stick/Roku), **smart TVs, gaming consoles** (ex: PS4/Xbox) and **Set-top-boxes**

Many More...
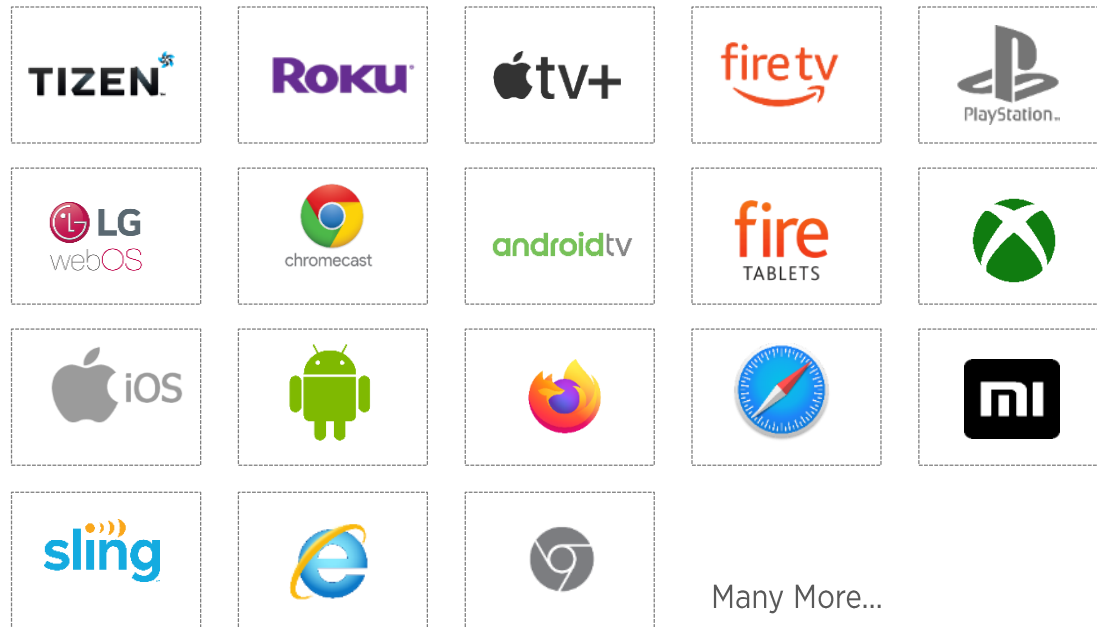
ABOUT US

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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