



**Complex video technology ecosystems  
and  
Excellent customer experiences**

How to bridge that gap and grow your business

# Excellent customer experiences

To meet the needs of evolving customer segments and stay one step ahead of your competition, you need to arm your organization with all the benefits that technological advances can bring. Even though video technology is becoming increasingly complex, we know that it is possible. How do we know? Because we are doing it. Let us show you how.

In this document, we will dive into all the challenges that video operations are facing, in their quest to offer their customers the best possible customer experience. We will show you that it is not only possible to embrace technological complexity, it also represents a massive opportunity, bringing forward all kinds of operational and commercial benefits like lowering TCO, adding flexibility and ultimately giving you a competitive edge that means the difference between a struggling existence and a flourishing business.

## **Embracing video technology complexity**

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Over two decades of work with the world's leading operators, service providers and content owners on delivering best-in-class video delivery pipelines, have instilled in Divitel a deep-rooted knowledge about every aspect of getting video from A to B: from consulting in the exploratory phase, to integrating third- party hard- and software, to service management and support. We want to make that knowledge work for you.

A complete range of industry-leading services make up an approach to systems integration that is both thorough and independent: we will help you in any or all aspects of video delivery, regardless of format, technology or legacy infrastructure. Continuous training, certification and refinement of our processes translate to an ever-evolving skillset that is perfectly tailored to your needs.

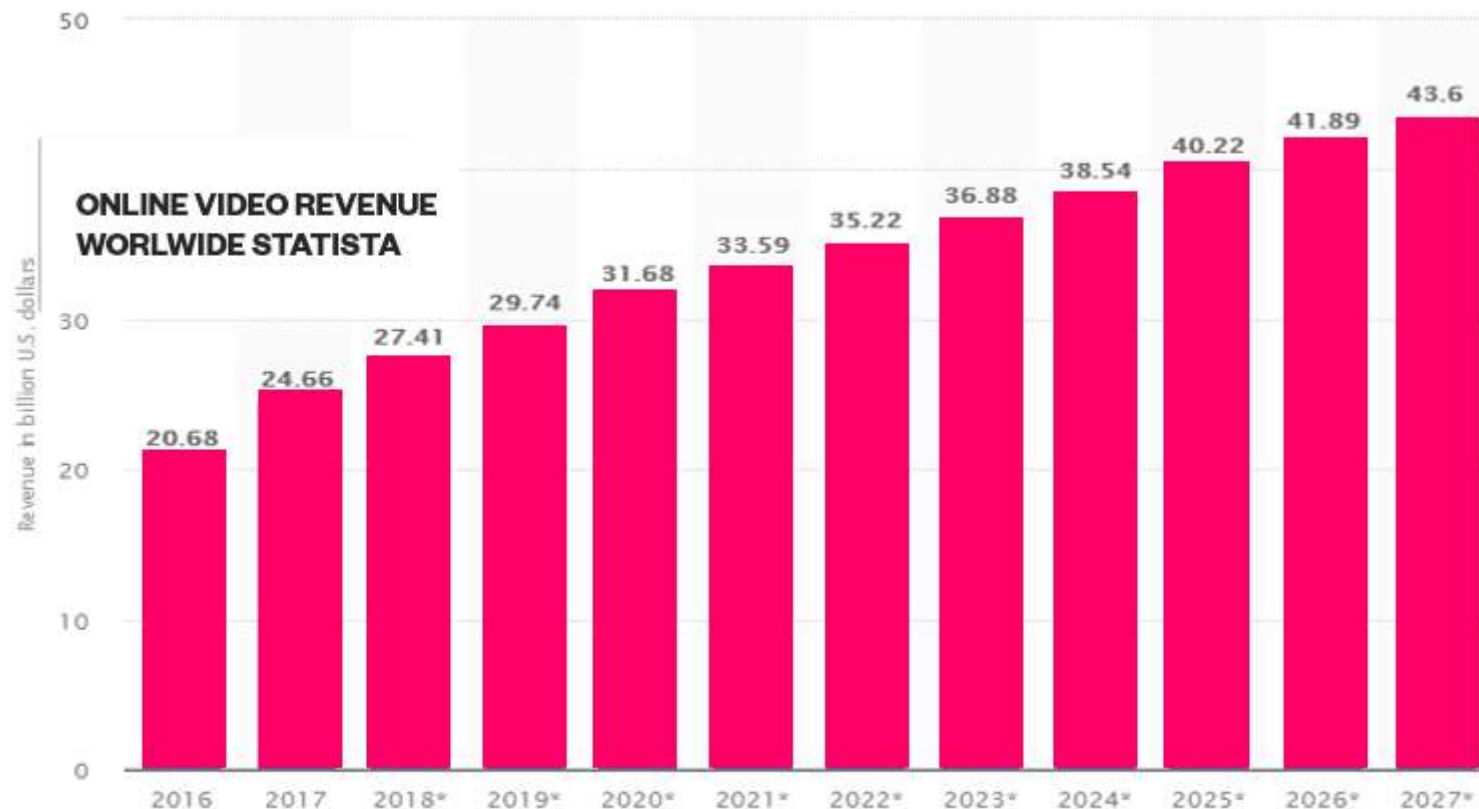


# Grow your business

- Achieve a higher QoS and QoE
- Continuously improve and evolve
- Automate, optimize and monetize your systems
- Create new revenue streams

# Video insatiability

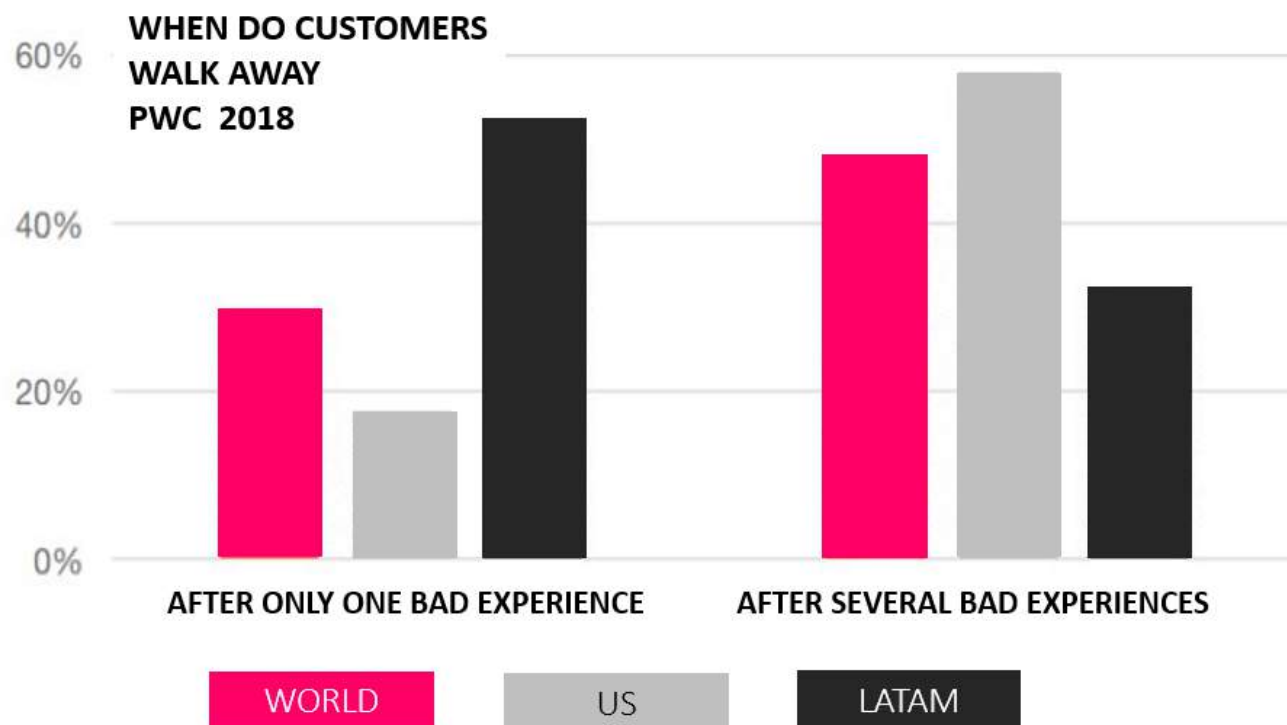
Video is the most prevalent type of data on the planet and worldwide online video consumption continues to grow. It is booming business and the industry struggles to keep up with the increased demand. Operators, service providers and content rights owners are facing fierce competition and the struggle to keep customers happy is real. The key to achieve competitive advantage is not only to offer the content that customers want, when and where they want it. It is to offer a flawless customer experience along with it. The highest quality service will be the one staying one step ahead of the competition.



# You only get one chance

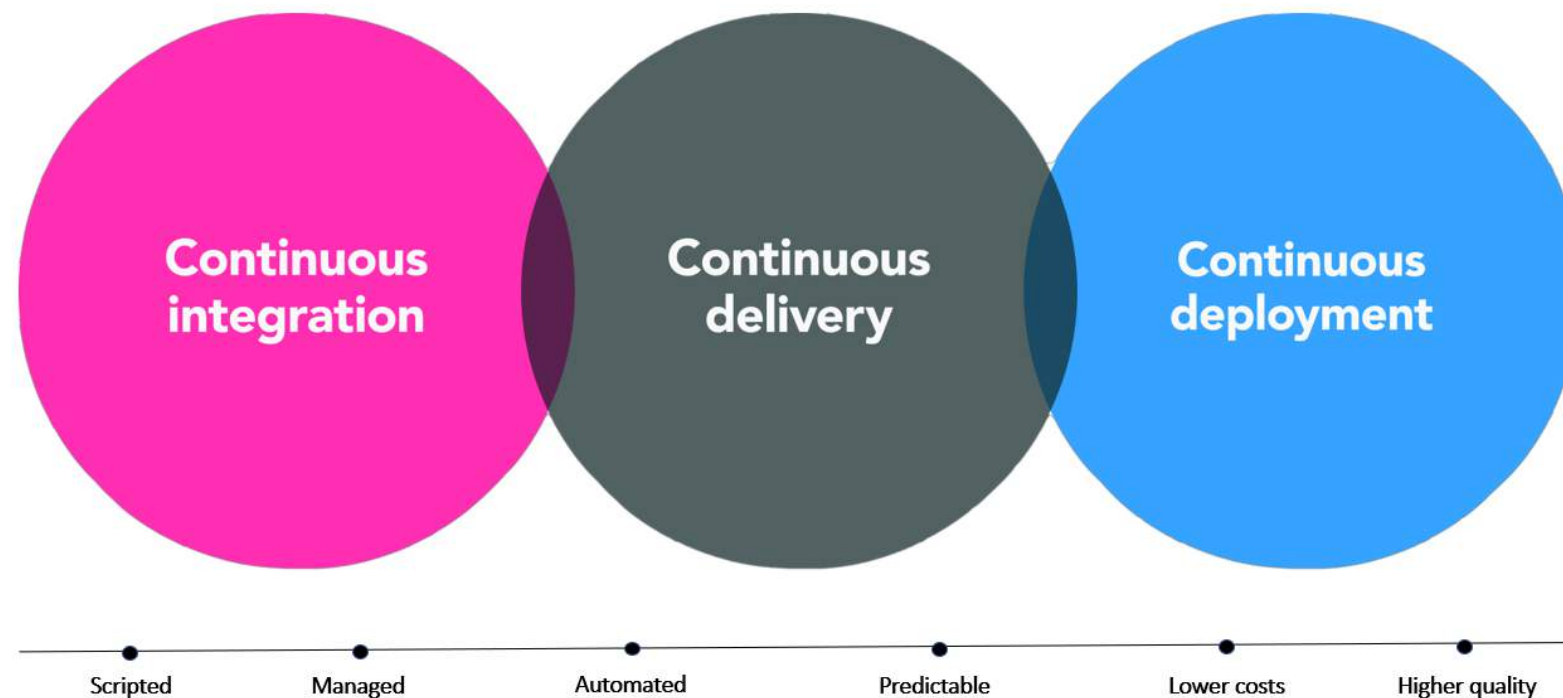
It only takes one bad experience for customers to walk away. If you give your customers a great experience, they will buy more, be more loyal and share their delight with friends. That's the idea.

Is that a problem? Yes. You know it is. Because you only get one chance. It only takes one black screen, that customer phoning your customer service and that one incident will determine whether that customer will remain or leave in search for an alternative. Heck, in case of OTT you will probably not even get that phone call. Customers just turn your service off, go watch something else and never come back.



# Continuous complexity

With a move to agile methodologies in software deployment and ever-increasing types of devices, technologies and applications in the market, it is more difficult to manage the resulting complexity today than it was yesterday. Consider a typical TV service over a managed network, which is a result of collaboration from many different teams: Application development teams bring forward the service user interface on many platforms such as iOS, Android, web browsers, and set-top boxes. Working on the client-side, they usually release a handful of versions during the year for each supported device and OS type. On the server-side, TV platform teams support maintenance updates and feature additions for the headend and middleware. And then there is a multitude of third-party software such as players, DRM modules and Operating Systems. Each such piece of the puzzle, when following predominant IT industry operating principles on Continuous Integration/Continuous Deployment (CI/CD), is likely to introduce frequent changes in deployment. Issues not yet uncovered in each such change have the potential to adversely affect the service in deployment. This especially applies when deployments are large, on heterogeneous networks, or geographically dispersed.

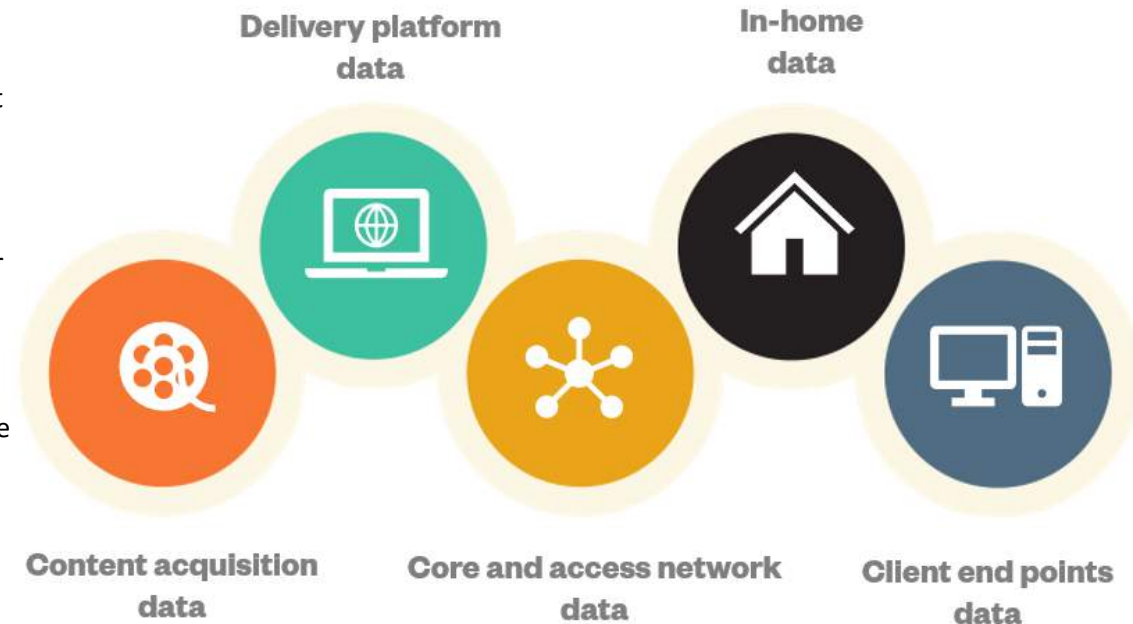


# Why you need a data strategy

Contemporary video services generate vast amounts of data from different silos. When your service fails (black screens, audio glitches, freezing and such) you need to be able to execute root cause analysis fast and determine the required actions even faster. But how do you do that when you don't even know what data you should be looking for? Which data offers the relevant information? Is it accurate? This analysis costs time and manual labor, time that your people could be spending on other important matters. In addition, this data retrieved from separate silos is rarely correlated in real-time, and only manually done, if ever.

An additional complexity is that as already mentioned, in order to manage the performance of your service, you need holistic data. But how do you manage that when no one person within your organization is responsible for the whole service? Or, what happens when for example in case of pure OTT services, there is no one available who understands the technology behind it?

**How do you deal with this? You don't.  
You partner with us.**





# We design, build and maintain excellent video services



## Customized disruptive innovation

Stay one step ahead of your competition with the technology that best fits your needs.



## Data driven process enabler

End-to-end video operations data to improve and create excellent processes.



## Merge old systems with new technology

To optimize and monetize.



## Think global act local

Helicopter and independent market understanding.



## Pushing innovation further

Enabling vendors to test their technology and access mainstream tools and testing facilities.



## Solid partnership

100% Successful deployments. ISO27001 certified. Financially strong company backed by private equity.

# All you need

Based on over 20 years of expertise, our mission is to enable you to grow your business through excellent video service implementations. We do that by bridging the gap between increasingly complex technology ecosystems and video services. Divitel offers strategy, technology and service partnerships driven by the data insights needed to ensure flawless video operations and excellent video customer experiences.

We are your partner for all things video – We design, build and maintain video services for operators, service providers and content rights owners worldwide.

Over the years Divitel has worked for customers around the globe. Partnering with us is often a strategic decision and our customers all sign an NDA. With dozens of happy customers, we'd be happy to provide you with examples of successful deployments relevant for your specific case.



# Our offerings

## Independent system integration

Not many video system integrators are truly independent. Most will have their own middleware, and some will even make their own set top boxes. With Divitel, you are guaranteed to receive the technology, brand or vendor that best fits your specific requirements. [The video delivery landscape](#) is complex with a growing number of technology vendors in the fields of devices, DRM, middleware, back and front-end, data managing, monitoring and analytics, video processing, cloud and virtualization and content tools. We will consider every possible entry to deliver you the best possible solution and avoid vendor lock-in.

## Customized solutions

Whatever your challenge is, we can help you out with one or several of our customizable solutions:

- Offering flawless video through OTT,
- Increasing your control of the in-home Wi-Fi situation,
- Making your operation more efficient through data analytics and artificial intelligence,
- Ensuring user retention through an IPTV platform, or
- Adding TV everywhere capabilities through a multi-screen solution.

## Future-proof consultancy

How do you determine the best strategy for your business and your processes when you lack technical knowledge about this complexity? How do you organize your process so that you have insights into your performance and the ability to detect failures when they happen? How do you determine the right path so that you are able to do more with the limited resources that you have? With our consultancy services we guide you through all of this complexity so that you can grow your business with the leanest possible operations.

## AI-powered managed operations

Get back to your core business and level the playing field. Optimize your performance and predict spending. At Divitel, our managed services are more than a service level agreement with the corresponding billing. At our Operating Center we manage your operation through data and KPI's and when there is a problem we fix it. It's that simple.

## **Divitel - your reliable video partner**



**100% Successful deployments**



**Your data is safe with our  
ISO27001 certification**



**Financially strong - backed by  
private equity**

Let us help you make your video service the best it can be, so that you can grow your business and gain competitive advantage.

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 **Divitel**