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EXPERIENCE THE POWER OF DATA

For Your Video Delivery Operations

CONTENTS

EXPERIENCE THE POWER OF DATA FOR YOUR VIDEO DELIVERY OPERATIONS

Are you continuously running behind the facts, firefighting quality issues in your video service, without getting to the bottom of the root cause?

Do you hardly have time to innovate, because your team is working on today's problems?

Are you holding back on introducing new software patches, because you experience new issues after each update?

If your answer is yes, we advise you to keep reading as we show you where to start to improve your service quality. So that you can:

- Avoid and fix service failures fast and efficiently.
- Launch new services, features and fixes 24/7, 365 days per year, without causing regression.
- Reduce operational costs.
- Stop the constant fight between business and operational priorities within your company.
- Increase efficiency.

And by doing all this, you will be creating loyal viewers and improving your competitive position in the market.

Together we can help you transform your operations to what you want them to be.
How? Through the power of data in combination with our experience and skills in applying a data-driven approach to the video delivery domain.

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DATA

So. Where do you start? The first step in the road towards improving the efficiency of your operations is data. You not only need to have it, but also, you need a strategy, an architecture and a process to harness its power in a way that helps you in your day to day activities. Because when it comes video delivery agility and flexibility, your goal is to move away from assumption-based decisions to fact-based decisions.

Let us explain.

Every component and / or every silo within your video delivery process, is telling you something about the quality of that specific part of the service. There are lots of different monitoring tools out there and every component will also have its own. But to unleash the real power of data, it is essential to collect all into one data lake. From there, engineers can access it more easily (from one point) and start developing holistic insights about how every component works in combination with others.

When correlating, you will start to see patterns and be able to visualize and explore the performance of processes throughout the entire ecosystem across silos, planes and components. It will become possible to follow trends of key metrics and correlate events. And when problems occur, you can easily access log files and perform queries to pinpoint failure root causes from one point.

Unification allows the development of insights for different stakeholders (customer service, operations, business, etc.) so that everyone knows what is happening throughout the organization. Once you start to collect and

work with this unified data, it will become apparent where problems are generated, which segments are not working correctly, and which ones you need to replace with new strategies, people, processes or technology. In case of technology issues, the data additionally becomes the proof to identify the specific technology component causing the problem, making vendor fixes much more efficient.

The beautiful thing here, is that there is a strong relationship between data and technology. Once you start working with data, it becomes possible to benefit from the latest technologies like machine learning and automation, artificial intelligence, microservices-based components and cloud technology, to create a video service that can compete with any cloud-native initiative out there.

PEOPLE TOO

So, after reading our previous plea to start working with data, you might decide to purchase and install a data or analytics tool and that's it. You're there! You think.

This, unfortunately, is a very common misconception. In reality, you will also need people. In fact, people are as important as data. You need people to design a data-driven solution. You need people to deploy it. You will need people to operate it. Because the biggest challenge of working with data is knowing what questions to ask. People who put in the time analyzing the data, correlating it and creating insights from it, so you can actually use it to improve processes. People, who know how different silos and components work together holistically.

Who execute root cause analysis and develop monitoring, alarms and even algorithms to automate certain processes.

Don't worry. Look no further. Because, we are these people. If you decide to start working in a data-driven way, we can help you design the needed architecture, describe the processes and deploy a solution. If needed, we can support your operations or train your engineers and help you get things started.

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65%

Reduced Number of Tickets

80%

Faster Root Cause Analysis

50%

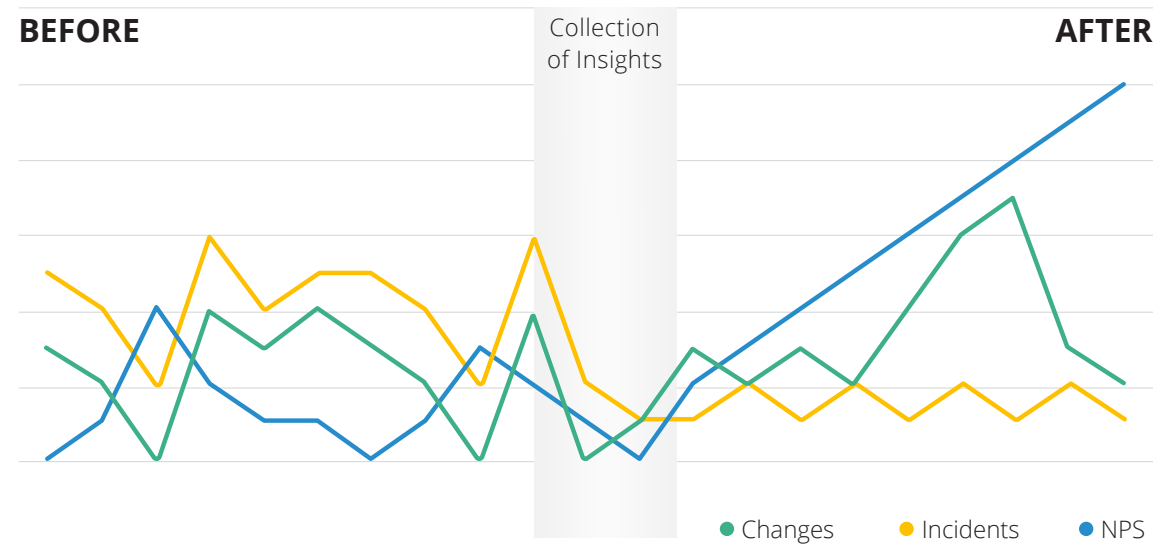Faster Mean Time to Recover

40%

Increase in First Time Right

+42

NPS improvement from -28 to +42

AMAZING RESULTS

Our customers report a radical increase in operational efficiency and improvement of the profit margin. Have a look at some of the results from the field:

BEFORE   Collection of Insights   **AFTER**

● Changes   ● Incidents   ● NPS

Our approach provides increased control over the life cycle management and the change and release management. As the figure shows, before our approach, there was a strong correlation between the number of changes and the number of incidents. After, this relationship disappears.

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DON'T TAKE OUR WORD FOR IT. EXPERIENCE IT FOR YOURSELF

Through a Proof of Value, we can explore and start to solve any video delivery problem through the power of data.

How does it work? It's a three-step process:

FIRST

We define a use case together.

THEN

We analyze key data sources & build analytic models.

THIRDLY

We explore results & come to recommendation and next steps.

And all of this within 6 to 12 weeks (depending on your use case).

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WHY OUR CUSTOMERS CHOOSE TO PARTNER WITH US

We know how to design, build, deploy, run and optimize video and TV services. And these are the only things we do. Video delivery has our full focus and we leverage from specific knowledge gained over the last 20 years, so that all our customers benefit. We offer consultancy, deployments, operational services and solutions.

But that is not the only thing that makes us special. More important is the fact that we *are* a video service! From our ISO270001-certified NOC, we remotely manage video and TV services for operators, telcos, internet service providers and broadcasters all over the world. This means that we're not talking the talk, but actually walking it! And we know what we're doing, because we have done it many times before.

Our consultancy services are driven by data. Our deployments are driven by data. Our operational services and solutions are driven by data.

We collect it. We analyse it. We manage it. Or enable you to. More importantly, we are independent.

Contact us Today.
Experience our approach through a Proof of Value. And start to make your service Better, Faster and Easier Tomorrow.