

Video Assurance Solution

Assurance Services



The growing popularity and widespread acceptance of streaming media and hybrid video platforms by individuals as well as organizations has significant bearing on communication service providers (CSPs) and the media industry. The increased demand for services such as Internet-delivered multi-screen video has prompted CSPs to focus on enhanced security, reliability, and overall service quality. As the broadcast, cable, and information services industries begin to offer video streaming services, video testing becomes integral to quality assurance.

To address these needs, Tata Consultancy Services (TCS) has developed the Video Assurance offering – a comprehensive repository of solution accelerators, enablers, best practices, and frameworks that help navigate the convergence of content creation, rendering, and distribution chains. Our offering provides a defined test methodology to manage hybrid broadcast broadband TV services as well as Over-the-Top (OTT) streaming services. This ensures improved end user experience and superior test coverage across TVs, desktops, and mobile devices.

Overview

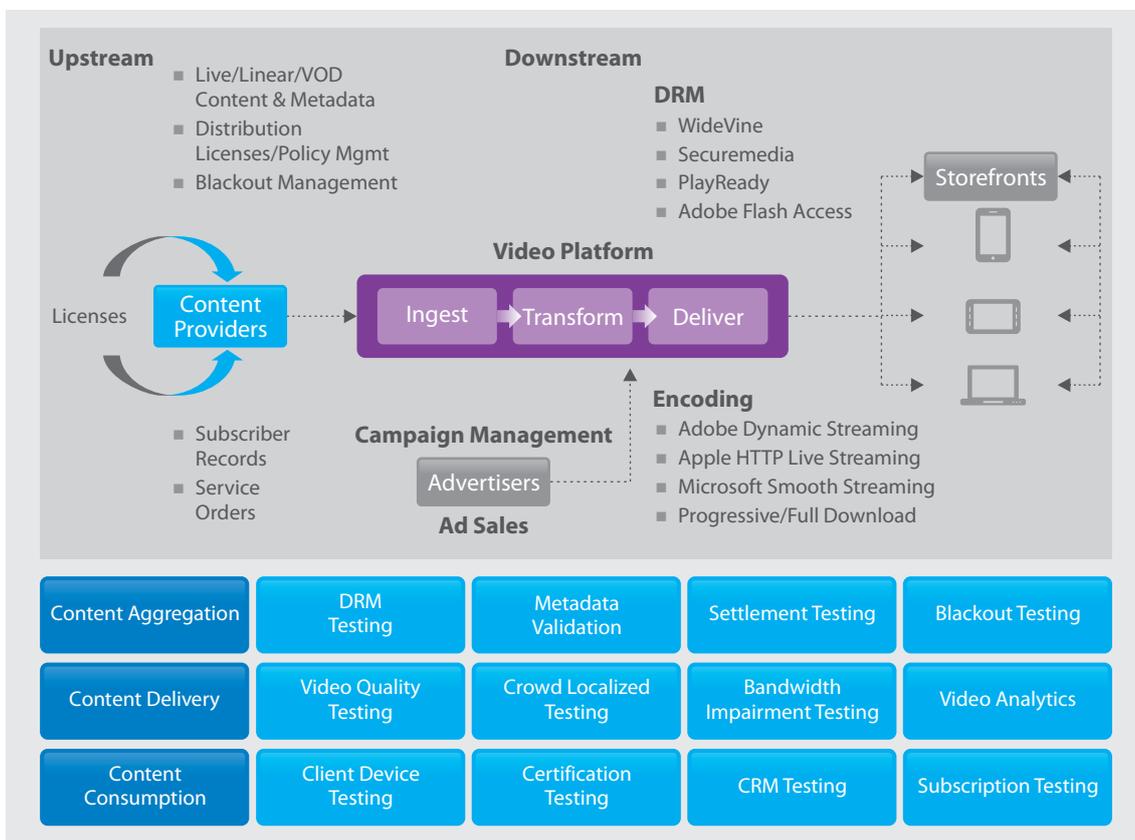
The primary challenge for CSPs and broadcasters is to ensure quality and consistency in end user experience, across the multiple services offered. The complex ecosystem of cable and CSP organizations poses a challenge when generating, preserving, testing, and distributing digital content. To meet key customer needs, enterprises need to ensure seamless integration and alignment of new technologies with existing infrastructure, to effectively deliver service and solution bundles. In addition to offering diverse and quality services, enterprises need to improve operational efficiency by optimizing their network infrastructure.

TCS Video Assurance addresses these needs with a defined approach to test the complete video value chain – from broadcast systems, video head end, EDGE transport networks, and digital rights management to subscriber devices like smart TVs, set-top boxes, smartphones, media streaming devices and gaming consoles. By verifying and validating the video services through comprehensive testing, our solution helps to deploy multi-screen video strategies and supports an ‘anytime-anywhere-any device’ philosophy. Along with ensuring rich end user experience, our offering enables organizations to significantly improve the performance and functionality of their cable and telecom ecosystem. By seamlessly integrating emerging technologies with existing infrastructure, TCS Video Assurance enables companies to stay relevant and respond to market dynamics.

Benefits

TCS Video Assurance delivers business benefits such as:

- **Improved testing efficiency:** Experience up to 25 percent more efficiency in test cycle execution through test convergence and automation utilities, and more than 95 percent test effectiveness
- **Enhanced quality assurance:** Improve the quality and consistency of video services by leveraging niche TCS Harmony test cases and a highly automated testing approach that reduces test design efforts by up to 10 percent
- **Comprehensive test coverage:** Ensure maximum test coverage in terms of stability, performance, and integration compatibility with our offering's comprehensive testing suite
- **Reduced operational costs:** Decrease operational costs by up to 20 percent with our Video Assurance's intelligent testing system frameworks, and reduce time-to-market for hybrid broadcast broadband TV services as well as OTT services



An illustration of TCS' Video Assurance offering

The TCS Advantage

TCS' extensive domain expertise and experience makes us the ideal partner for hybrid video service testing needs. Our consistent focus on ensuring quality and improving end user experience enable you to achieve faster time-to-market. We add value to the engagement through:

- Comprehensive testing services:** Our services span the entire video value chain comprising broadcast systems, video head end, core transport networks, EDGE transport networks, set top boxes, and multiple end user devices.
- Customer Experience Testing:** TCS' unique customer experience testing framework helps proactively identify customer impacting issues and assure end customer experience.
- Solution accelerators:** We drive increased efficiency in set-top box and OTT video testing using our automation frameworks and test scripts in combination with industry leading software testing tools. Our structured framework-driven automation ensures cost effective accelerated delivery.
- Video assurance labs:** Our labs focus on delivering test services for the latest video market trends as well as video ecosystem partnerships for Content Management, CDN, IPTV, OTT, and Service Assurance.
- Tools expertise:** Our consultants demonstrate a high degree of expertise in video testing industry standard tools. We have also developed in-house tools such as UDT for metrics-driven project management to further enrich each engagement.

About TCS' Assurance Services Unit

TCS' Assurance Services Unit provides a comprehensive portfolio of software testing services and solutions to organizations across industries globally. Through its offerings, the unit focuses on ensuring the reliability and quality of applications, cost-effective, smooth as well as quick testing, reduction in business risks and successful business transformation.

The Assurance Services Unit offers:

- Consulting and advisory services
- Functional testing services
- Non-functional testing services (for performance, security, usability, compatibility)
- Test automation services
- Specialized testing services

Contact

To know more about the TCS Video Assurance offering, contact global.assurance@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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