



MULTIPLYING PERFORMANCE. MAXIMIZING USER EXPERIENCE

HCL ENABLES MULTI-DEVICE APPLICATION
DEVELOPMENT AND RELEASE



MEDIA, PUBLISHING & ENTERTAINMENT

THE CLIENT

A US-based organization that offers OTT-based, advertising-supported documentary and independent films. Films are streamed on the website, which contains a library of over 5,000 films. Filmmakers can submit documentaries for consideration as well.

BUSINESS CHALLENGES

- To cater more users and hence monetization opportunities
- To develop and support multiple platforms for content delivery (Documentaries, Movies and Shows)
- To support large number of devices (currently planned 25) with different resolutions.
- To enable seamless experience across multiple devices
- To maintain the integrity of the web interface

THE HCL SOLUTION

- Developed multimedia applications across 21 devices
- Integrated BI modules for Analytics, Ad Management—Google and Flurry Analytics, DFP, Apptentive
- Improved application performance for greater user experience—Rich HTML5 Media Player, Runtime transcoding
- Facilitated Code Migration, Version Porting and Cross Platform Development

BUSINESS RESULTS

- Marketing enhancements— deep linking, push notifications, subscription-based video on demand
- TCO reduction through automation of test execution and process flow; 80% automation on mobiles and STB
- Rapid cross-platform development through development of Media Player Application with Enhanced ADK-based structure
- Integration with Social Network—Google+, Twitter, Facebook



APPLICATION
SUPPORT &
MAINTENANCE



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BUSINESS
ANALYTICS



BUSINESS
ASSURANCE
& TESTING



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EXPERIENCE &
MOBILITY



COLLABORATION,
CONTENT &
SOCIAL



CUSTOMER
RELATIONSHIP
MANAGEMENT



DIGITAL
SYSTEMS
INTEGRATION



E-COMMERCE
& OMNI-
CHANNEL



ENTERPRISE
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PLANNING



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CAPITAL
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MODERN
APPLICATION
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PLATFORMS &
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