

Verimatrix's video Analytics platform transforms big data into the big insights that drive competitive optimization

Key features

- Comprehensive and extensible cloud-based SaaS data platform
- Data drawn from wide variety of sources: device, network, content, subscribers
- Both real-time QoE analysis and historical data interpretation
- Data visualization that goes beyond aggregated and one-dimensional analysis
- Preloaded and configurable dashboards delivering business insights
- Multi-user access drives 360-degree customer view and better decisions
- Foundational data lake to enable predictive actions for the video business

A video service operator needs good data.

Operations and engineering teams use real-time tools to analyze QoS and QoE, detect and correct inefficiencies, and reduce operational costs. Business users leverage historical data to understand content consumption and viewing behavior, aiming to identify opportunities to increase viewer engagement and revenue, optimize content-cost performance, and reduce costly subscriber churn.

There may be incredible volumes of data that could drive these analytics, but they typically reside in silos scattered across an organization. Unlocking this stored but actionable business intelligence requires tools that allow you to securely collect, aggregate and analyze data, while also complying with mandated and self-directed privacy practices.

AUDIENCE

Increase ROI and identify churn risk by better understanding subscriber engagement

CONTENT

Improve position in rights negotiations by understanding content performance

CONSUMPTION

Increase ROI from content promotions by understanding subscriber behavior

SERVICE

Reduce technical reasons for subscriber churn, and increase overall viewer satisfaction



The Analytics Platform

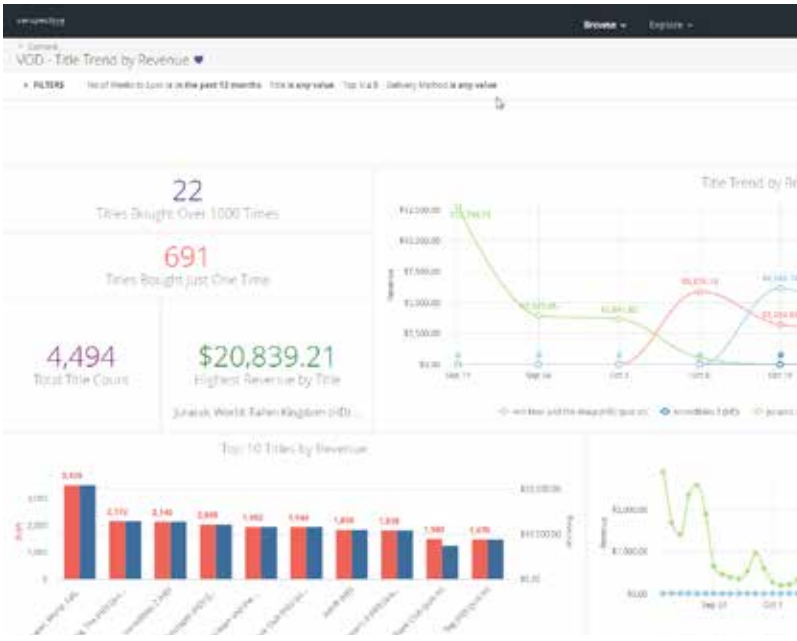
Verimatrix Analytics is a cloud-based software-as-a-service (SaaS) platform with a focus on unifying data from a variety of sources, including set-top boxes, video display devices, VOD servers, DRM systems, program schedules, and metadata.

First, Analytics collects data from connected video devices across managed and unmanaged networks. Then it segments by network and consumer device attributes, **providing a multi-layer insight into device health and status, player performance, application usage, and user navigation.** Providers can analyze the collected data in real time for QoE or for historical trends and export it to other analytics and visualization tools. Verimatrix protects customer privacy and data as part of a comprehensive approach to end-to-end security.

Instant Answers & Insights

Analytics enables multi-dimensional analysis, finding actionable data in streaming patterns and audience behavior that can **instantly address mission-critical QoS/QoE issues.** Automatically created filters are available for immediate use with real-time and historical data. Via intuitive streaming, dashboards and KPI summaries, users **quickly narrow down from global statistics to precise details with a few clicks.**

Users gain business insights through preloaded dashboards but can also build and modify data visualizations. Analytics helps drive viewer engagement, increase net-positives and **reduce churn, better monetize content, and ensure that content is negotiated and then offered at the right price.**



Better Analytics, Better Decisions

Verimatrix Analytics bridges organizational silos. It aggregates all gathered data into a secure cloud-based data lake, while granting controlled and role-based access to each department. By providing a 360-degree customer view, **Analytics enables authorized users to access the data they need, when they need it, to move their business forward.**

For further details on all of Verimatrix solutions, visit www.verimatrix.com

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