

Solutions for multiscreen video content delivery

About the client:

The client is a leading provider of video solutions and an infrastructure provider.

Business need:

The client provided its customers hosting and infrastructure services and was looking to move into offering a packaged product for an end-to-end video management solution. This video management solution would help its customers to:

- Manage video content optimally through advanced meta-information and content ingestion workflows
- Ensure multi-device video through transcoding and adaptive streaming infrastructure
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- Ensure multi-device video through transcoding and adaptive streaming infrastructure
- Define subscription bundles
- Allow content owners to effectively stream to web, mobile, social, TV, and consoles
- Set up and publish video sites using a 'wizard-type' interface

Solution offered:

- Cybage helped the client to develop the video management platform.
- To enable streaming, Cybage developed and implemented transcoding libraries for multi device streaming.
- Cybage completed implementation of infrastructure to plug into live video feeds and multitenant streaming capabilities.
- The site wizard included all facets of monetization, allowing the client's customers to easily set up, manage, and monetize content.

Business impact:

- The development of the video management and delivery platform helped the client to develop a new revenue channel.
- There was better packaging of the existing infrastructure and hosting services.
- This product line, coupled with its existing infrastructure services, helped the client to demonstrate significant value addition to its customers.