



Defining a Three-Screen Content Delivery Platform

EMC Consulting brings a wealth of industry expertise to help customers develop strategies and craft sustainable architectures that align IT capabilities with business vision. EMC consultants guide company leadership through the major shifts in business strategy affected by today's economic environment, clarifying the profound effects those strategic shifts can exert on the IT function and appropriately focusing IT resources to enable IT to perform a pivotal role in the successful execution of business strategy.

Challenge

In the telecommunications industry, new technologies have enabled the development of new business models for the delivery of content via PC (web), TV, and mobile screens. More and more, savvy consumers expect to access content from anywhere, forcing companies that offer content delivery services to reassess their technology strategies for three-screen delivery.

One telecommunications company with three-screen content delivery operations wanted to create a common content management platform for its TV and broadband platforms with an eye toward adding mobile devices in the future. In order to assess the feasibility of leveraging its existing Video-on-Demand (VOD) infrastructure to support future requirements, the company engaged EMC® Consulting.

Solution

EMC assembled a team of consultants with expertise in the industry, and specifically, in three-screen strategy and content delivery solutions. The team addressed platform functionality, operational efficiencies, vendor capability, and implementation planning to deliver a solution to the client.

- Defined business and functional requirements
- Developed common video content delivery and management strategy for current operations and future opportunities
- Mapped requirements to capabilities available from vendors in the industry
- Performed gap analysis comparing existing infrastructure to required functionality
- Developed cost-of-ownership models
- Delivered operations and implementation plans

Result

The EMC team delivered a comprehensive analysis to support the client's development of a common video content management platform for its TV and broadband platforms. This enabled the client to develop a phased, end-to-end video content management strategy to guide technology investments.

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