Accenture Video Solution (AVS)
9 reasons to choose AVS to power digital video business growth

High performance. Delivered.
Accenture Video Solution (AVS) is an open, modular and scalable video platform that manages, delivers and monetizes digital video services over any network.

AVS is at the heart of Accenture Digital Video, which offers clients 360 degree digital video capabilities and a comprehensive range of services, including: video platform deployment, operations, marketing and monetization, video transformation and customer-premises equipment (CPE) evolution services.

Supported on over 7,000 device models, more than 30 million people across the world are enjoying services powered by AVS, with upwards of 1.5 billion content items viewed every year through the platform. AVS has already been licensed by 15 companies worldwide.
9 reasons to choose AVS

1. A cloud-based, industrial open platform enabling digital video management, monetization, distribution, consumption and control
2. Flexible and adaptable to the diverse needs of IPTV, OTTV and cable video businesses
3. A configurable set of multi-device reference applications for an engaging user experience
4. A powerful SDK for speed to market and TCO control
5. A solid roadmap centered on the Accenture video growth strategy
6. A powerful ecosystem of industry-leading partners to accelerate innovation
7. A complementary catalog of video services (deployment, operations, marketing, transformation and CPE evolution) to support digital video business growth
8. A track record of client success stories, with 30M video consumers served last year
9. A global video business unit
A cloud-based, industrial open platform enabling digital video management, monetization, distribution, consumption and control

The AVS platform operates over any multicast or unicast network, and any IPTV or OTTV device.
Accenture Video Solution platform
One platform for managed and unmanaged video services in a single operational ecosystem

Reference User Interface
A large set of ready to use, configurable reference applications reduce deployment time.

Open SDK
A flexible and open SDK enables our clients to autonomously and cost effectively develop new services and features.

Content Monetization
A wide set of innovative white label applications on the AVS SDK enables monetization of digital video content and creation of new revenue streams.

Social Networking
Easy integration with social networks helps to transform video views into the shared experience that consumers seek.

Digital Advertising
A digital advertising module provides a selection of original advertising formats that are deliverable to a range of device types.

Content Management
A powerful and flexible content management system streamlines editorial and technical workflows and organizes video libraries.

Customer Management
A CRM and self-care solution provides customer management and service assurance with many features for back office operators.

Commerce Management
A video content and commerce engine enables the design and running of business models that drive monetization and content merchandising.

Analytics
A new generation analytics engine helps service providers to deepen their insight into customer behavior and enhance offering personalization.

Service Performance
Real Time Monitoring
Hardware and software monitoring and a performance management module designed to provide a high quality user experience.

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2. Adaptable to diverse needs
3. Configurable reference applications
4. A powerful SDK for speed to market
5. A solid roadmap for growth
6. Industry-leading partners
7. Complementary services
8. A track record of client success
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Flexible and adaptable to the diverse needs of IPTV, OTTV and cable video businesses

AVS is designed to be fully adaptable, helping to ensure success for all players and diverse business needs.
One platform for diverse business needs

Four product configurations
- AVS for Over the Top
- AVS for IPTV
- AVS SaaS
- AVS for Legacy Platforms

Adaptable to different players' needs
- Telcos
- Cable Operators
- Broadcasters

A choice of deployment options
- On-site
- SaaS

A flexible commercial model
- A pay as you grow model to synchronize capital and operational expenditure with actual video business growth

Click here to see how we can help different players overcome diverse challenges

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A configurable set of multi-device reference applications for an engaging user experience

AVS comes with a set of ready to use, flexible interfaces designed to travel at the speed of the market whilst offering a personalized, engaging user experience.
Our AVS reference apps and User Interface

Included in AVS is a set of ready to go live, pre-integrated reference applications that provide server side configurability on key user experience elements.

Features and benefits include:

- Applications ready for certification on most major devices (smart TVs, Roku, tablets, smartphones) and web responsive
- UI Dynamic Configurator enables modifications to user experience at run-time, including:
  - Page layout
  - Menu and sub-menu items
  - Content promotions and recommendations
  - Live channels
  - App for backgrounds and logos
- Behavioral UI enables user interface customizations by device or user profile
- Pre-integrated PlayReady secure player with extensible SDK media manager that enables third-party secure player integration
- Fully reliant on AVS client SDK
- Reference apps maintained and evolved with new features and against OS upgrades
- Innovative content centric UI design powered by industry leading technologies
- Real-time user actions data collection feeds AVS big-data reporting and segmentation; pre-integrated with Accenture Digital Video Marketing
- QoE performance and crash-analysis real-time monitoring
- Hundreds of convergent multi-device use cases.

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A powerful SDK for speed to market and TCO control

With AVS, video service providers can innovate at the speed of market demand whilst keeping TCO under control, thanks to a flexible and open client SDK.
The AVS Software Development Kit (SDK)

AVS clients can build a custom user experience – with their own brand specific design – by leveraging the AVS device SDK, a standards-compliant, versatile toolset that enables rapid and smooth modifications or additions of new video services.

Benefits include:
• 30%-40% effort saving on development and maintenance of customized user experience
• Micro-modular, extensible, flexible, with test automation tools and framework
• Open to the ecosystem and integrations of third party services into the app framework
• A secure player plugin enables easy integration of certified third parties
• SDK IPTV enables continued expansion of MW API layer with full functionality
• Integrated video analytics gives real-time segmentation data and customer segment IDs for ad requests
• Independent from Accenture as system integrator for app development
• Standardized developer access to AVS backend regardless of device or skill
• Fast knowledge transfer through SDK portal - sample code can be provided to speed developer training
• Smooth application maintenance – AVS gives SDK updates for OS or AVS backend changes.

AVS clients can also have the full app software stack custom built through direct integration of AVS server APIs.

Our support for a fully custom–made approach

Accenture can develop fully custom–made user interfaces. The Accenture Digital Delivery Factory, with a team of specialists in video delivery, processes and methodologies, enables continuous innovation with an industrial approach.

Alternatively, clients can choose to leverage the world-class creativity of Fjord – acquired by Accenture in 2013 – a global design consultancy that specializes in creating custom-made, cross-device digital interfaces.

3 options to launch device video applications for different customization needs and timescales

Reference apps and UI
AVS reference apps and open SDK
CUSTOM UI
Backend APIs direct integration
CUSTOM APPS & UI

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A solid roadmap centered on the Accenture video growth strategy

AVS is a keystone in Accenture's growth and innovation strategy. Reflecting its value, Accenture consistently invests in the solution, ensuring that it is always at the forefront of technology.
The AVS roadmap

In a rapidly changing ecosystem, our goal is to ensure that AVS always helps our clients to be future-ready. Therefore, AVS has a clearly defined roadmap which we regularly update based on market trends and client needs.

We have identified eight expansion points for implementation intended to ensure that AVS is an increasingly agile, micro service-based, consolidated platform.

AVS User Forum

AVS has a community of user companies that give regular feedback, helping us to consistently enhance the solution. The forum organizes an annual meeting to collectively shape the future of the platform.
A powerful ecosystem of industry-leading alliances to accelerate innovation

AVS is backed by a powerful network of technology and go to market leaders. Through our alliances or acquisitions of market leaders and innovators we aim to provide the best in cutting-edge solutions, specialist skills, and optimized conditions for our clients.
The AVS ecosystem

Our partnerships include:

- Akamai
- Amazon Web Services
- Discretix
- Google
- Imagine Communications
- Microsoft
- Nagra Kudelski
- Ooyala
- Oracle
- ThinkAnalytics
- Widevine

Accenture has signed a new agreement with Ooyala, a leading video solutions provider, that leverages the enhanced platform to deliver more advanced video offerings to broadcast, cable TV, digital media, and telecommunications service providers.

Read press release

Our recent acquisitions include:

- S3 TV Technology
  Read press release
- Fjord
  Read press release
- Nokia Siemens Networks Internet Protocol Television (IPTV)
  Read press release

Accenture has entered into an agreement to acquire S3 TV Technology, a business unit of Dublin-headquartered S3 Group that delivers consultancy, automated testing, service monitoring and diagnostic solutions to video service providers globally.

Read press release
A complementary catalog of video services (deployment, operations, marketing, transformation and CPE evolution) to support digital video business growth

Accenture Digital Video can provide a range of capabilities that complement AVS and help companies build, transform and manage their video offering as well as supplying marketing services that drive growth and monetization.
Accenture Digital Video Services
A complete range of technical and business capabilities to support every stage of a digital video service transformation journey

Video Platform Deployment
We can help our clients to design and build video services that are tailored to their exact business requirements.

Video Operations
We can provide 24/7 management and monitoring of video services, helping to ensure consistently smooth and effective operations system-wide.

Video Marketing & Monetization
Our Video Marketing capabilities help our clients to transform into data-driven, integrated digital video marketing and promotion organizations.

Video Transformation
We support our clients throughout their video transformation journey, evolving their technology architectures and processes to the next generation of digital video.

CPE Evolution
We help analyze and automate service performance measurement - from development systems, live network and consumer measurement points. This service includes the StormTest® Development Center, Decision Line and Warning Center.

Visit the Accenture Digital Video Services website
A track record of client success stories, with 30M video consumers served last year

Accenture always helps its clients to push the boundaries of innovation. Here are a few examples of how AVS has helped clients to get ahead in the video services space.

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AVS success stories

KPN  Read full story
BT Sport  Read full story
Telecom Italia  Read full story
Mediaset Premium Play  Read full story

Mediaset Infinity  Read full story
NET  Read full story
Cricket Australia  Read full story
Star India  Read press release

Accenture Video Solution helps STAR India to inspire a billion imaginations delivering seamless online and mobile video to one of the world's largest entertainment markets.

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A global video business unit

AVS is backed by a dedicated video business unit and a network of digital video centers that provide infrastructures, resources and expertise in digital technologies. By powering constant innovation, these hubs optimize solution development, which helps our clients to grow their video businesses at speed.

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A dedicated video business unit

Strategically located across the globe, we have centers in Rome, Riga, Denver, Manila and Hyderabad.

The centers are home to hundreds of AVS and video specialists, highly experienced in building solutions for major companies, who can support client projects from start to finish - including design, testing, market launch and 24/7 operations.

In addition to leading-edge technological skills, these hubs also offer video-centric strategy and consultancy services to help our clients make the most of their digital video business.

Contact us to organize a workshop in one of our facilities specialized in AVS development and digital video expertise. You will experience AVS first-hand and discuss the solution with its creators.

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Video
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- Watch customer testimonial video

Infographic
- Download AVS top facts

Microsite
- Visit the AVS microsite

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About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

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