

# Engage Audiences with Optimized Digital Experiences

Media faces constant disruptions by emerging technologies and increasing consumer expectations. Key functions within business operations must continuously change, as technology and audience shifts appear across your organization. Resiliency within your processes and infrastructure will allow your organization to enable and support your business, **leverage multiple distribution platforms, improve your customer satisfaction, and decrease operational costs by proactively addressing ever-changing market conditions.**

## Drive World-Class Digital Products, Operations, and Customer Experience



### Improve Content Distribution and Monitoring

Provide viewers with a seamless experience no matter where they access, which device they use, or the type of content.

- Connect infrastructure investments to monetization drivers.
- Manage geographically distributed data centers (on-premise, cloud, or hybrid).
- Integrate best of breed technologies for improved user experience, reduced latency issues, and increased availability.



### Enhance Master Control Center/Network Operation Center (NOC)

Modernize your control center or NOC with improved operation or implementation of systems, equipment, and tools.

- Review workflow for optimization opportunities.
- Analyze how architecture and connectivity support business operation goals.
- Incorporate Monitoring as a Service and/or Intelligent Automation for operational savings.
- Prepare or enhance 4K Ready and Streaming Capabilities.



### Drive Innovation with Confidence Through Video Verification

Advanced media advertising becomes more attractive—and more profitable—to the viewer with faster execution and lowered costs.

- Enhance Ad Delivery and Measurement to reach the right audiences.
- Employ workflow fulfillment automation for operational efficiencies.
- Build a practice of trusted Video Verification and validation to instill confidence in measurements.
- Optimize encoding and content quality.

pureIntegration specializes in enhancing business operations through automation, increasing audience engagement through performance validation/verification, and providing workflow/ fulfillment optimization and customized managed services. Our experts are your experts.

## Resiliency in Your Business to Address Audience Requirements

We combine extensive industry experience and innovative technology solutions in a collaborative process to meet audience expectations, reduce operational costs, and transform digital operations.

- **Implement Content Delivery Network (CDN)**  
pureIntegration guided a client to a better and more commercially viable content delivery network. Support included building architecture blueprint, issuing RFI/RFP, and selecting vendors. pureIntegration's methodology allowed the client to determine that their initial architecture and vendors selected were not cost-effective and would have led to their solution not being commercially viable. **The final recommendation led to the client making significant cost savings.**
- **Future-Proofing Master Control Center Operations**  
pureIntegration's Video Practice Group supported a client's transition from an on-premise third-party vendor to a cloud-based solution across their massive footprint. Business operational and financial efficiencies were realized, and the end customer gained an improved experience. With pureIntegration's help, the client was able to migrate to a cloud-based Video On-Demand (VOD) Back Office solution utilized by three centralized data centers (previously there were 94 VOD back office servers in the field). It improved the customer's VOD experience with a geographic redundancy that minimizes customer impact on site and system failures, improved server stability, diminished operational involvement, and enabled a 400% quicker deployment to this centralized cloud solution. **The reliable and effective solution significantly improved the ability to provide faster response times and lower maintenance costs.**

## Achieve Operational Transformation in Media Technology

pureIntegration works across all phases of digital transformation, including advising and consulting on which systems best suit a client's needs, integrating and architecting disparate sources of member and departmental data, and updating applications to present actionable insights. We've distilled the best practices from our media subject matter expertise to accelerate the deployment of targeted solutions for our clients.

## Ready to Optimize Multi-Screen Experiences Across Your Enterprise?

*We can help you improve your audience engagements while accelerating your digital operations.*

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### About pureIntegration

With pureIntegration, you get more than a project. Quite simply, you're putting the best problem solvers in the industry to work for your organization. With an uncanny knack for solving tough problems, our team leads are former executives from global management consulting organizations. And our performance results are reflected in our 97% customer satisfaction rating through formal surveys.



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