

BellaDati Agile BI Business Application for pay TV



Executive Summary

BellaDati agile analytics application for PayTV and Broadband is the enterprise-class solution, which gives companies rich insights about their digital audiences and marketing effectiveness. Having such a features which are powerful, flexible, and easy-to-use, any size companies can measure engagement and

create more effective marketing initiatives, improve user experience or even optimize their digital strategies. Sophisticated conversion attribution and experimentation tools can help to savvy marketers to determine the best allocation of media and resources to drive best results.

Business Application for pay TV

PayTV Insights – Return Path Data

Broadcasters collect large personalized demographically and geographically aggregated data about the viewing habits and watching experience of their customers. This data allows them to identify peak viewing periods, top channels, content and programs or preferred devices (Cable, IPTV or Small Screens). Furthermore, tight integration with online services enables advanced tracking of Internet behavior about shopping patterns and browsing preferences. BellaDati application for PayTV and Broadband focuses on analyzing broadcasting data and delivering insights to:

- Optimize frequency, type and content of the served advertising
- Provide recommendations of channels and content for higher engagement
- Manage personalized content library
- Avoid technical difficulties in case of peak events
- Improve viewing experience across devices

Taking advantage of this information, broadcasters can not only increase quality of existing services, but also create new products and offerings.



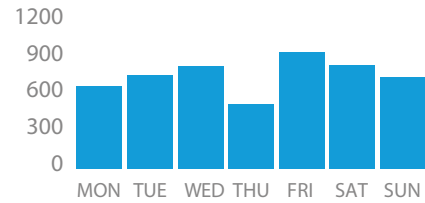
Single channel



Channel portal



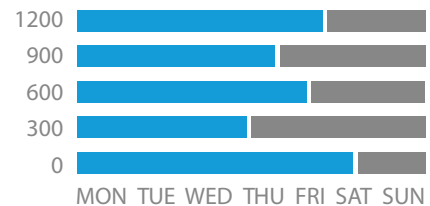
TV Connections



Viewers



Unique TV's



Broadband Insights – Deep Packet Inspection engine

Another aspect of broadband business is an opportunity to represent data collected from Internet usage through deep packet inspection engine. Such information includes Internet Traffic Protocol Breakdown (P2P, YouTube, iTunes, VoIP), Web Surfing Information through HTTP cache or Network Health information. Knowing users Internet behavior and patterns, providers can leverage BellaDati analytics for broadband to:

- Optimize frequency, type and content of the served advertising
- Provide tailored service offering (according device, transferred data and volumes)
- Deliver content recommendations
- Improve browsing experience across devices

BellaDati is Agile BI, Pure Web Application, Complete BI Solution for pay TV



Cloud or On-Premise

Deploy in the cloud or install On-Premise. All you need is web-browser or mobile device.

Analytics Platform

with API and SDK for creating Embedded Data Solutions. Deliver BellaDati as Your Brand.

Mobile BI

Pull reports out of your pocket on- or off-line with BellaDati Mobile for iOS and Android. Filter, share and comment or harvest new data on the go.

Pay TV

Take the fastest paths. Leverage pre-built Pay TV dashboards, reports and measures to cut down costs and time.

BIG Data and Predictions

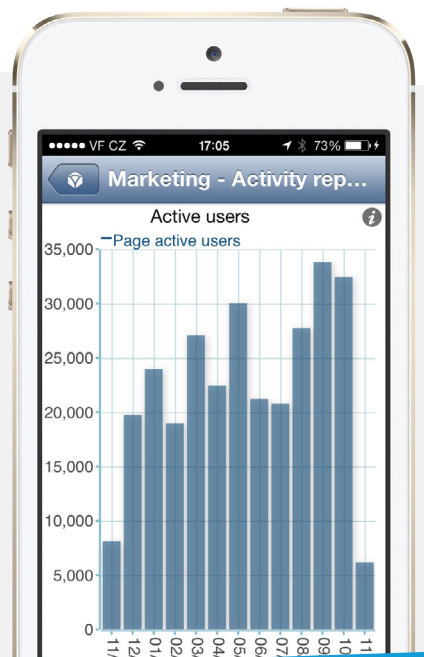
In Memory Real time Statistics and Prediction with SAP HANA.

NO-SQL/SQL biz data integration and analysis

from more than 100 databases, APIs, Cloud Solutions and Social Networks.

Social network for Data Discovery

Realtime collaboration on the insights. Search, share, copy, export, get notified on data changes.



BellaDati Cloud



BellaDati On-Premise

Ask for more use cases...

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