

Ooyala Technical Account Management

Protect your investment with proactive, personalized support.

As the digital media landscape evolves, so too do the complexities of your company's digital media solution and business goals. With an Ooyala Technical Account Manager (TAM) you will have an in-house technical advocate well versed in both the digital media ecosystem as a whole and the intricacies of your company's unique configuration, technologies and objectives.

The TAM will proactively support your integration by identifying potential issues, optimizing your deployment around Ooyala core capabilities, and driving resolution of any issues you may encounter.



ASSIGNED TECHNICAL ACCOUNT MANAGER

As your trusted technical partner within Ooyala, the Technical Account Manager focuses on your technical needs and business goals. Whether it's new releases, product roadmaps, or vendor updates, your TAM will review these initiatives both to identify potential issues and determine a path to optimize your deployment around Ooyala core capabilities.

TECHNICAL BEST PRACTICE ADVISORY

As you begin planning new initiatives or deploying new components, your TAM will act as a key contributor, ensuring that your implementation is successful. Their knowledge of your technical stack will enable them to provide best practice advice for your new integration. The TAM will also provide advanced training on management and support for your video strategies to get your team up-to-speed and production ready.

HIGHLIGHT OF TAM SERVICES

- ◆ An Internal Advocate familiar with your Technical Stack
- ◆ Service Delivery Management
- ◆ Customer Solution Documentation
- ◆ Technical Best Practice Advisory
- ◆ Risk Management and Gap Analysis
- ◆ Regular Technical Review

KEY BENEFITS

- ◆ Protect your investment
- ◆ Increase return of investment
- ◆ Stay ahead of your competition
- ◆ Increase team proficiency
- ◆ Improve user experience

SERVICE DELIVERY MANAGEMENT

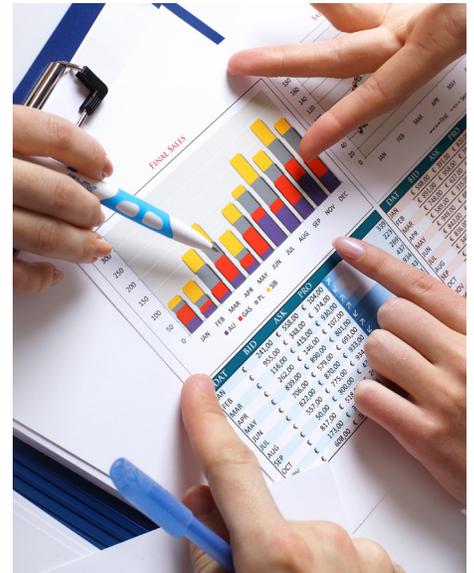
Having a TAM will give you a personalized technical representative within Ooyala. Your TAM will provide you with Service Delivery Management, will proactively update you on relevant operational information, and will serve as your advocate as a technical resolution is reached. Your TAM will also conduct regular status calls to ensure that all of your goals and issues are being addressed.

CUSTOMER SOLUTION DOCUMENTATION

Servicing the 21st century media needs of Ooyala's partners requires advanced solutions. To help navigate the intricacies of unique integrations, the Technical Account Manager will generate a Technical Playbook. This playbook will breakdown the technical and business aspects of your solution and identify which are core, custom, client side or 3rd party. This will provide a documented, in-depth understanding of your unique integration and will thus enable Ooyala to better triage/resolve issues.

RISK MANAGEMENT AND GAP ANALYSIS

As an expert in your unique deployment, your TAM can identify and assess risk in relation to new releases, infrastructure enhancements, and vendor management. As a proactive guardian for your integration and a champion for your business goals, your TAM will coordinate resources to prevent outside forces from impacting your success. Additionally, as Ooyala expands and enhances its product line, your TAM will conduct a Gap Analysis to compare your company's current integration with Ooyala's upcoming offerings, and will make note of any gaps that would impede your adoption of new services. This will enable you to take advantage of the new technologies quickly, and keep you ahead of the market.



www.ooyala.com sales@ooyala.com

Ooyala helps deliver content that connects. A US-based subsidiary of Telstra, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms and a leading ad serving solution. Built with superior analytics capabilities and a strong commitment to customers success, Ooyala's industry-leading end-to-end solutions help large-scale broadcasters, operators, media companies, enterprises and brands build more engaged and more profitable audiences. Some of the most successful and innovative media companies in the world — ESPN, Univision, Sky Sports, Foxtel, NBCUniversal, RTL Germany, and Singapore's Mediacorp — rely on Ooyala.