

Why Impressico?



“

- ❑ *25 years of Software Development Excellence*
- ❑ *100+ customers across multiple domains*
- ❑ *500+ Skilled engineers.*
- ❑ *Advanced Skills in Gen Ai, AiML, Data Science and Software Engineering Services*

”

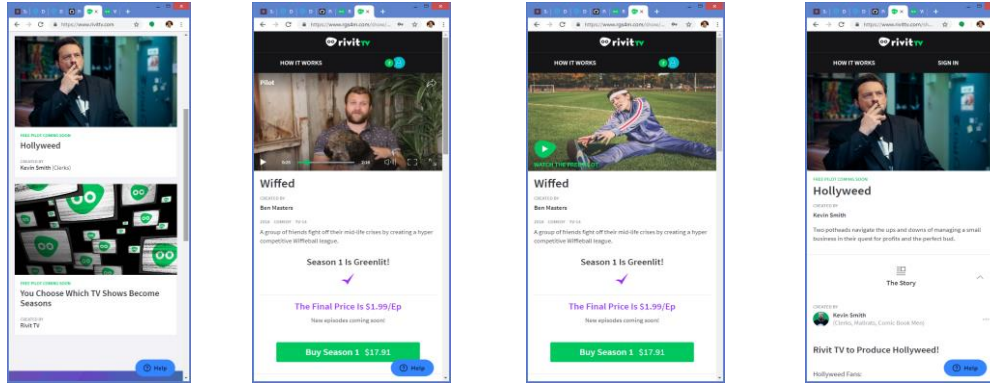
Our Certifications



Our Clients



Devo TV OTT Video streaming platform (Screenshots #1)

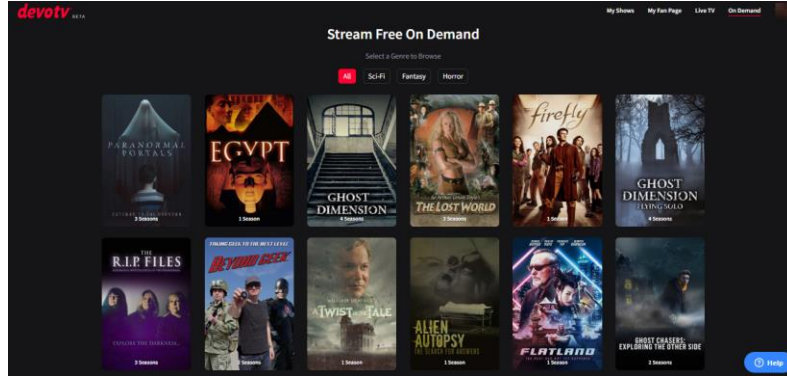


About Devotv (formerly Rivot TV): It provides analytics on user behavior and viewing patterns, which can help content providers better understand target audiences, and make informed decisions about content acquisition and production.

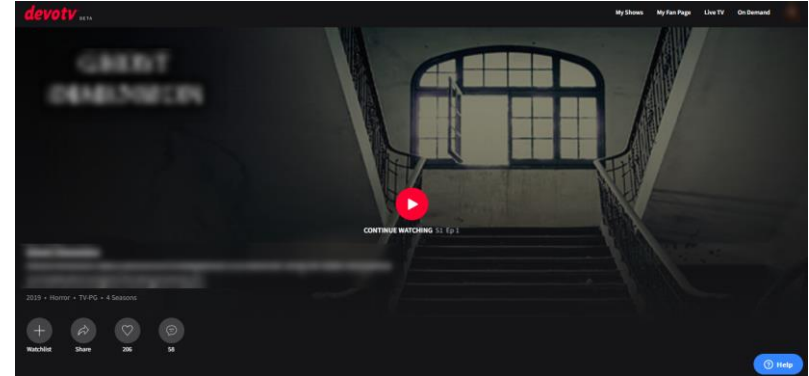
- The platform provides a convenient and flexible platform for end-users to seamlessly access a wide range of content on demand. Users can access content anytime and anywhere, as long as they have an internet connection.
- Recommendation Engine algorithms provide personalized viewing recommendations to users based on their past viewing history and preferences.
- Devotv offers a cost-effective option to conventional cable or satellite TV, which can be costly and often include channels or content that users are not interested in.

Devo TV OTT Video streaming platform (Screenshots #2)

Home Page (On Demand)



Show Page

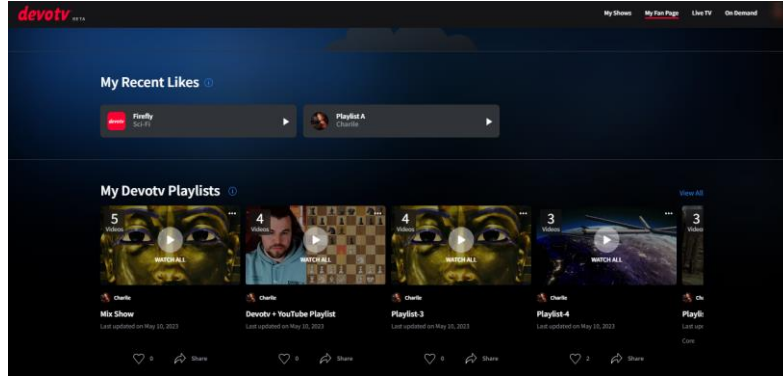


Devotv is the foremost panoptic TV platform on a mission to provide a premium and personalized video streaming experience that offers a vast selection of high-quality content to consumers, available on-demand and accessible from any device with an internet connection. Devotv provides a user-friendly interface for users to browse the content library, search for specific titles, and create personalized watchlists and playlists.

Target Audience: The target audience for Devotv is tech-savvy and value convenience and flexibility in their entertainment options. This includes young adults, families, and individuals who prefer to watch their favorite shows and movies on their own schedule, and on multiple devices.

Devo TV OTT Video streaming platform (Screenshots #3)

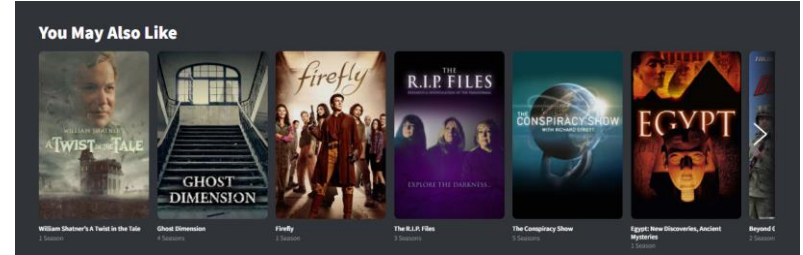
Fan Page



Business Benefits:

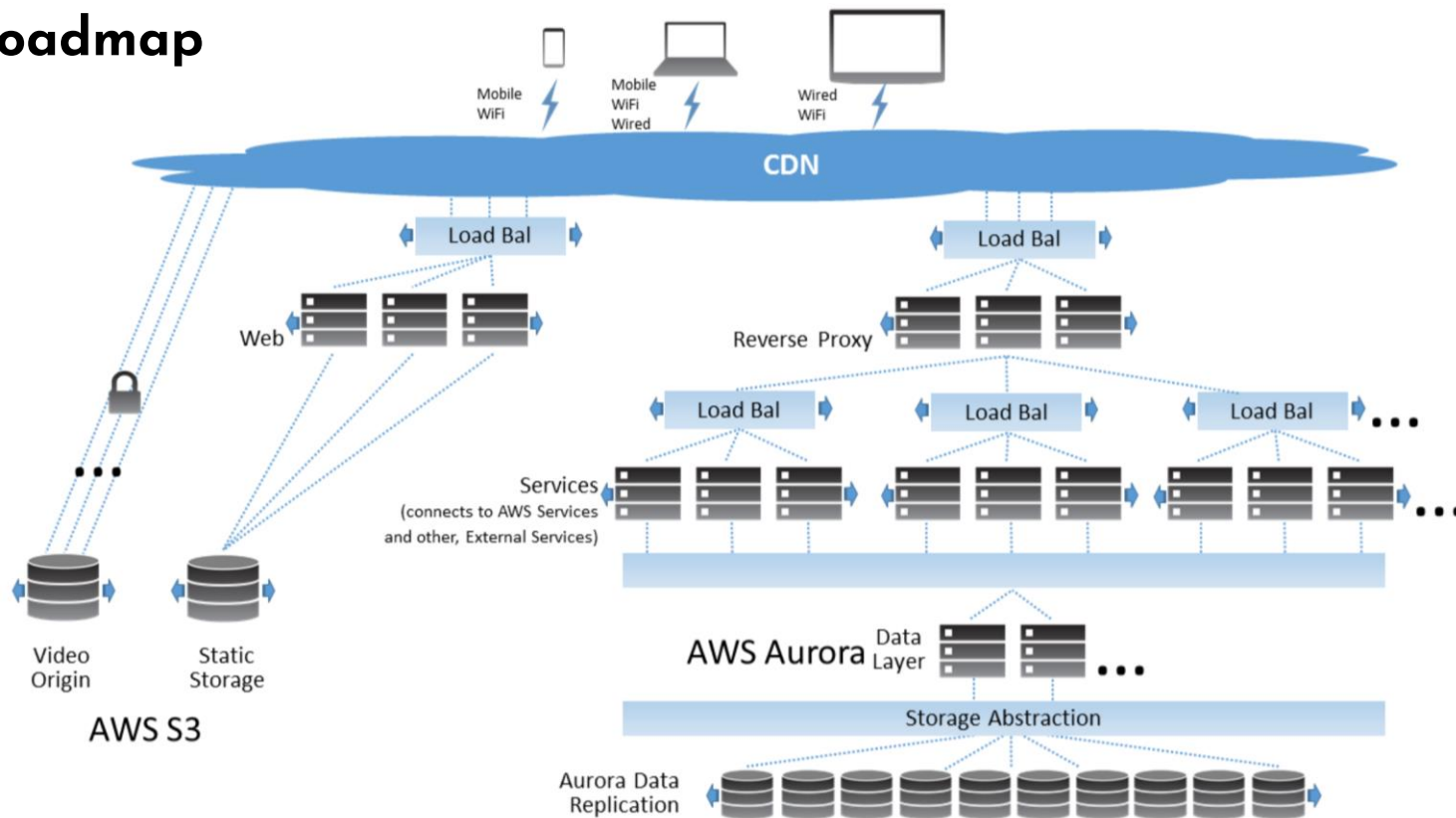
- **Improved User Experience:** Faster, more seamless content access.
- **Competitive Advantage:** Differentiation through superior technology.
- **Scalability:** Stable platform performance even with growing users.

You May Also Like (Recommendation Engine)



- **Faster Time-to-Market:** Agile development for quicker feature releases.
- **Cost Efficiency:** Reduced expenses through automation and optimized DevOps.
- **Streamlined Infrastructure:** 20% AWS cost reduction via DevOps optimization.

Infra roadmap



Services Provided:

- **Custom Software Development:** Agile-based development of bespoke solutions.
- **Technology Migration:** Migrated frontend from AngularJS to Angular 12 using a phased uplift strategy, maintaining legacy systems while concurrently developing new features.
- **Web & Mobile App Development:** Enhancing customer engagement and automating business processes.
- **API Development & Management:** Secure API integration and management for streamlined operations.
- **Automation Testing:** Using Robot Framework & Python for efficient and reliable software testing.
- **Cloud Infrastructure Management:** Managing cloud resources, security, and compliance via DevOps.
- **CI/CD Implementation:** Automating software delivery pipelines to improve deployment efficiency.
- **DevSecOps:** Integrating security into DevOps processes through threat modeling and vulnerability scanning.
- **Business Process Automation:** Reducing manual errors and improving operational efficiency.

Technologies used:

Backend & frontend development

- Java
- Angular 14

DevOps

- AWS, Terraform
- GitlabC
- ECS, Elasticsearch,
- Kibana,
- Logstash
- Guard Duty

Product Management

- Jira including Confluence
- CardBoardit
- Miro
- Lucidchart

Automation test development

- Python
- Robot Framework

Impressico Deliverables:

Our software services enhance Devotv's platform, providing a competitive edge through customized solutions, improved user experience, cost savings, and scalability.

- **User Experience:** Faster, seamless, and personalized content access.
- **Competitive Advantage:** Differentiation in the market to attract more users.
- **Scalability:** Stable performance as the user base grows.
- **Faster Time-to-Market:** Agile development accelerates feature releases.
- **Cost Efficiency & Quality:** Automation reduces costs and enhances software quality.
- **Streamlined Infrastructure:** DevOps optimizations, including CI/CD, instant AWS setup, and a 20% AWS cost reduction.

Value proposition



Customers

- Partners, not vendors
- Long term relationships



Employees

- Career growth
- Long term relationships



Company

- Preferred partner to customers
- Preferred employers to talent

Impressico DNA

Integrity. Passion. Prowess. Reliability. Stability.



Thank you

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