

# Digital Video Services Transformation Workshop

Enhance customer experience, create operational efficiency, and accelerate your business

## Top reasons to sign up for HPE Digital Video Services Transformation Workshop

- Discover the new digital video market landscape
- Understand how to prioritize market opportunities
- Learn how to achieve stakeholder buy-in by aligning corporate goals with strategic initiatives
- Understand how to make a smooth transition from the current state to the future mode of operations
- Identify what capabilities are needed to empower your digital video business
- Learn the benefits of taking into account all transformational dimensions: technology, process, people, and governance
- Learn how to setup a roadmap that takes into account management of change and governance

The digital revolution continues to unfold, affecting everything in its path. To manage over-the-top competitors, new business models, and cost imperatives, communications, media and entertainment (CME) industry leaders need a clear understanding of the challenges and possibilities ahead.

The Digital Video Services (DVS) Transformation Workshop presents a unique opportunity for digital service providers to fully grasp the current environment and all its implications. Participants will then identify and test large-scale transformation initiatives designed to boost financial performance and market competitiveness.

You'll learn how to:

- Adapt to new TV consumption models and design a relevant media cloud infrastructure
- Create new revenue streams and deliver a great customer experience
- Gain operational efficiency while reducing IT costs

## Why attend a HPE DVS Transformation Workshop?

It's more critical than ever that IT investments fully align with business strategy and objectives. New technologies are enabling ubiquitous access to media. Digital consumption is transitioning from multiplatform chaos to a new **IP media consumption model**.

Exciting new opportunities are arising for digital service providers across the entire **content value chain**, from **content production** to **content distribution** and **content experience**.

Understand your current capabilities within the HPE digital video framework. Learn how to **prioritize strategic initiatives** to ensure a successful transformation.

We'll walk you through a large transformation program that leverages critical success factors and best practices from successfully delivered customer projects.

### Workshop methodology

The HPE Digital Video Services Transformation Workshop is designed to walk you through our end to end transformation methodology. Key topics that will be addressed:

#### Market trends

- What consumer and technology trends are shaping the new style of Digital TV?
- Which business model options and differentiating elements can be pursued to drive value?
- How is the digital TV value chain evolving and what is the optimal positioning over the next years?

#### Strategic perspective

- What are the key business imperatives to win in this market context?
- Why is it key to plan the transformation in advance by aligning corporate goals with strategic initiatives and KPIs?
- What are the key dimensions and transformation areas?

#### Evaluate the change

- Why is it mandatory to understand from where to start the transformation before designing the desired state?
- What capabilities are in needed and how should they evolve to reach the vision?

#### Design your transformation roadmap

- What transformation initiatives are required to close the gap and how can these be ranked by priority?
- Why is a proper project plan combined with project management and solid governance needed?

### Gain these key benefits

You'll leave the workshop with:

#### A common vision

- A unified transformation reference model fully aligned to your business needs
- A powerful and structured tool to present the initiative and gain stakeholders buy-in
- A clear link between business drivers and strategic initiatives

#### Clear scope

- A well-defined operational scope
- Identification of the goals, the gaps, and the challenges

#### Coherent roadmap

- A list of initiatives to get started with your transformation
- Quick wins to accelerate the transformation
- Recommended best practices based on HPE's experience
- Pragmatic initiatives to reduce risk/cost and improve efficiencies

### Work with the best

Members of Digital Video Services team and its subject-matter experts look forward to welcoming you and understanding your challenges.

To learn more about HPE's business consulting for the Communications and Digital video solutions visit [hpe.com/csp/scs](http://hpe.com/csp/scs) or contact us at [dvs@hpe.com](mailto:dvs@hpe.com)



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