

Tata Elxsi Accelerates Faster International Launch with a scale of 10 Mn

CHALLENGES FACED

01

Poor Performance on Connected TV platforms

02

Bad User Experience

03

High Subscription Transaction Failure

04

Delay in roll outs of new features

Tata Elxsi has been a key partner of new app launch. The relationship has evolved over the time delivering the consistent performance by bringing in agility. Tata Elxsi was able to deliver the new requirements by bringing Automation and CI/CD Driven Delivery

- Development of 12 applications in 5 months
- Coordinating with multiple partners
- Integration of third party components
- Expanded the app to international market with carrier-billing monetization model

Team Size

154

Delivery Model

Agile, T&M

Scale

10 Million concurrency

Business Impact

Faster International launch in 21 Countries

Growth in subscription by

100 times

20% increased in view time

More than **99.9%** crash free user

22% increased in MAU

Increased in **Ad fill** rates

App in **12** different platforms