# YOUBORA

# YOUBORA, the business intelligence solution that revolutionises the video delivery industry

**YOUBORA** is the business intelligence solution for broadcasters, OTTs, telcos and media to support your business decisions and drive performance.

**YOUBORA** provides you an end to end view of your digital content delivery eco-system and allows you to take the best decisions based on actual data and allow to ensure the best service quality for your customers.

## YOUBORA
### BUSINESS INTELLIGENCE

**+**

### TECHNICAL MODULES
⤬ SmartSwitch        ⚙ SmartAlerts

**+**

### SUPPORT MODULES
SmartTracking        SmartReports

**+**

### BUSINESS MODULES
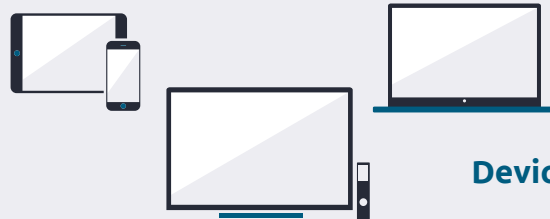SmartAds        SmartUsers

**Content**

**Storage, DRM & encoding**

**Content Delivery Network**

**Devices**

**End Users**

# YOUBORA

## Helping CTOs and COOs in fact-driven efficient decision making

**YOUBORA** provides you with **real time metrics** of **quality, audience and engagement**.

No matter if you manage live content or VoD, **YOUBORA** helps you turning data into actionable information and improve technical and operational efficiency:

- **Validate your SLAs** with partners
- **Speed up architecture optimization** and improvements thanks to the usage of historical data
- **Reduce the number of tickets** passed on to the 2nd and 3rd level of support within the company
- **Turn-key integrated solution** in less than 4 weeks, including testing

**100%** Compatible with 100% of video players in the market

**SaaS solution in the cloud**
· Minimize financial risk with OPEX models volume based
· Improve your time to market and benefit from rapid prototyping and testing
· Painless technical upgrades

YOUBORA API integrates with any IT system (ERP, CRM, trouble ticketing…) answering any request in less than 100ms.

**5"** Data point capture every 5 seconds, providing real time information to IT and support departments

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## SmartSwitch module

Ensure in real time end to end the availability of your delivery network (up-time) by choosing in real time the right CDN/ISP to ensure your target QoS/QoE based on your own predefined rules.

## SmartTracking module

Real time data at end user level to empower your customer care in dealing with trouble tickets without intervention of engineering department. Technical traces remain available up to 1 year, allowing to increase customer satisfaction and optimize costs.

## SmartAlerts module

Ensure in real time the visibility of any kind of anomaly (QoE, country, device…) to take immediate action.
Understand the impact of the anomaly in your customer base and get immediate notification (call back or mail).

## SmartReports module

Gather in depth insights about different segments of your customer base with a state-of-the art wizard. Dig-in the data, up to 3 levels of aggregation, in a efficient and user friendly way with our new UX.

## Our customers

fubo TV    DRAMAFEVER    5    starz PLAY    T

ATRESMEDIA    lightbox ENTERTAINMENT    PLURALSIGHT    VONETIZE!

## Technology partners

Google Cloud Platform    hp    Microsoft Azure    MySQL    amazon web services    leaseweb reliable hosting

NICE PEOPLE AT WORK