accedo

Our offering & expertise

Award-winning Professional Services.

Global | 2023

accedo:

How we work
Our expertise
Our delivery approach
Our experience

—— Section 01

How we work

accedo:

What we offer.

Support throughout the video business journey

Whether you are bringing a new service to market, or are looking to grow and optimize and existing offering, our specialist global team will work closely with you to maximize impact at every step of the video business journey.

We offer a combination of the services, solutions and partnerships needed to help you unlock the complexities of an ever-evolving video ecosystem from strategy and conception through to design, engineering and post-launch management and optimizations.

accedo:

Accedo in numbers

600+
Global talent

400+
Customers

15
Offices

1000+
Apps deployed

accedo:

Best-of-bread tech, unparalleled expertise.

Support for every video business need.

Strategy

Whether bringing a new service to market or enhancing an existing offering, our industry experts will advise you on the latest trends, best practice architecture and emerging technologies, then work with you on translating your ideas into action.

Design

Our team of UX and creative design specialists take time to fully immerse themselves in your brand and vision, then work closely with you to create a multi-platform experience that delights users while serving your organization's overarching business objectives.

Engineering

With thousands of successful customer deployments across the globe, our diverse team of engineering specialists have built some of the world's most celebrated video applications across all platforms imaginable.

QA testing

Our teams leverage state of the art tools and processes to proactively monitor and mitigate system anomalies and failures ahead of impact, then use these insights to optimize the performance and infrastructure of your service.

Service management

We guarantee around-the-clock support, 365 days per year, from offices around the world - no matter the occasion or time of day. Sit back and let our dedicated management team handle all the maintenance and optimizations of your service.

Innovation

We help you understand the present while empowering you to pilot what is next, whether it is about pioneering new business processes and operations or expanding your brand into the metaverse with next-generation immersive experiences.

Focusing on your goals, **aligning you with the market.**

1. We help you with everything needed to build and evolve best-of-breed video experiences, from exploration and design and all through development.

2. We support you from 15 offices across the world, with a team of 600+ employees that provide you with specialist local expertise.

3. We have strong relationships with best-in-class technology companies and OEM providers, helping you reduce the complexity of the video ecosystem.

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Bringing together the ecosystem through our **rich partner network.**

Accedo is not limited to integrations with the 3rd party services listed here.

Best-in-class technology, unparalleled industry expertise.

Products

We have distilled years of knowledge delivering custom applications into powerful products that solve the most common headaches in app development and management.
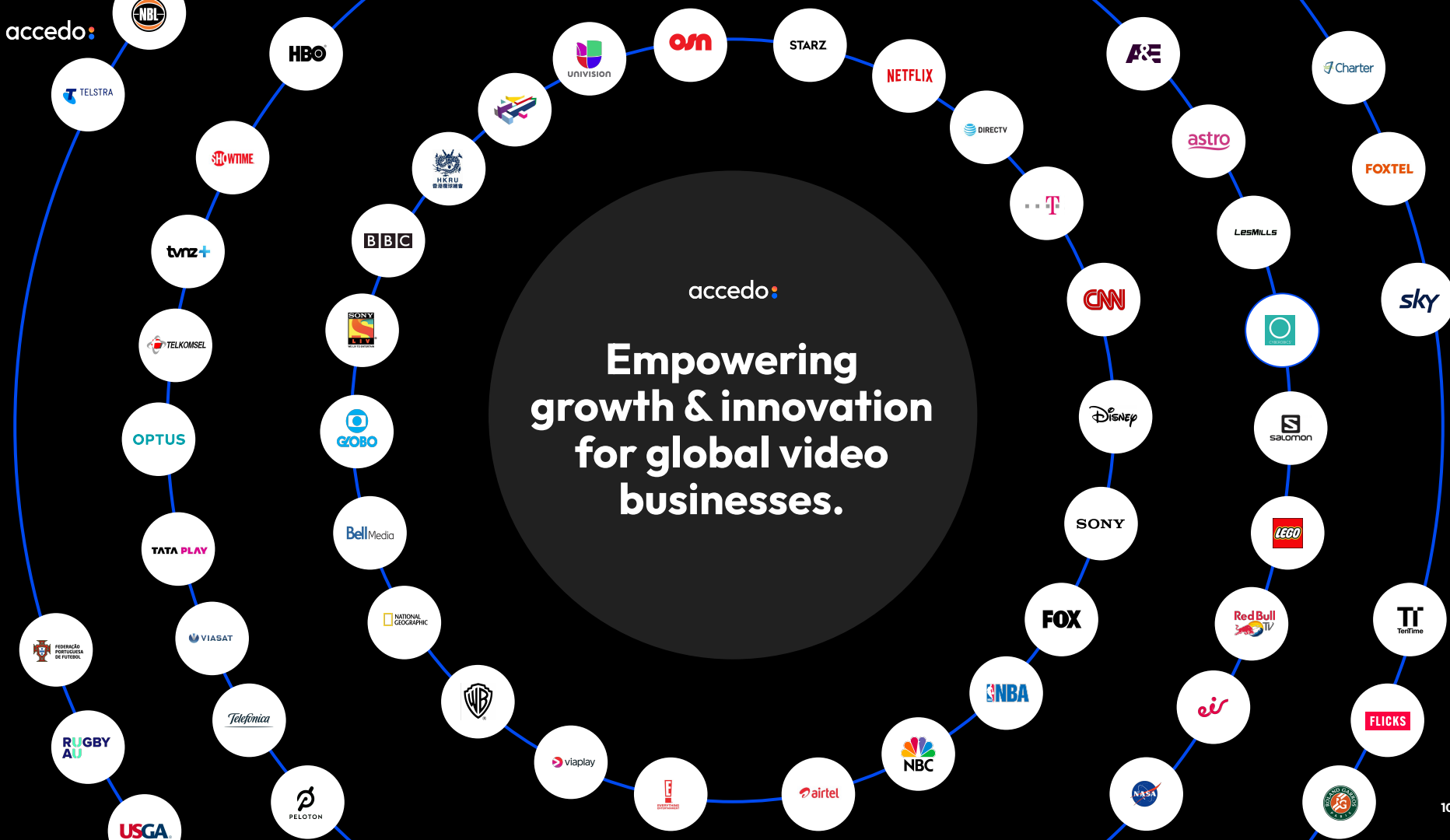
Strategy

We offer two decades of combined insights through a dedicated team of experts, who have deployed hundreds of solutions for leading companies across regions and verticals.

Delivery

We help you get the service of your dreams to market by providing end-to-end delivery expertise including design, engineering, QA and certification management.

Service management

We know that launching your app is only the beginning, and can continue to support your operations 24/7 with everything from on demand assistance to proactive monitoring.

accedo:

Empowering growth & innovation for global video businesses.

Solid experience across
all major platforms.

accedo:

Our expertise

Our expertise

Strategic advisory

accedo:

What we do.
Strategy

Market strategy

We can help you understand the intricacies of the market, looking at things like customer demand, life cycle trends, competitive landscape, and other routes to position and differentiating your service.

Product advisors

We leverage two decades of comprehensive industry experience to steer your business towards continuous excellence, always focusing on your goals and aligning them with the needs of the market.

Platform strategy

We help you stay ahead of the curve by providing smarter solutions to specific challenges, always with an eye on the horizon to unlock new opportunities for business growth and user engagement.

accedo:

— Strategic advisory

Supporting you through all phases of your journey.

Pre-launch planning

We set you up for success by supporting with everything needed to lay a solid foundation for your service, including vendor evaluation, technical solution designing, market research, and product design architecture.
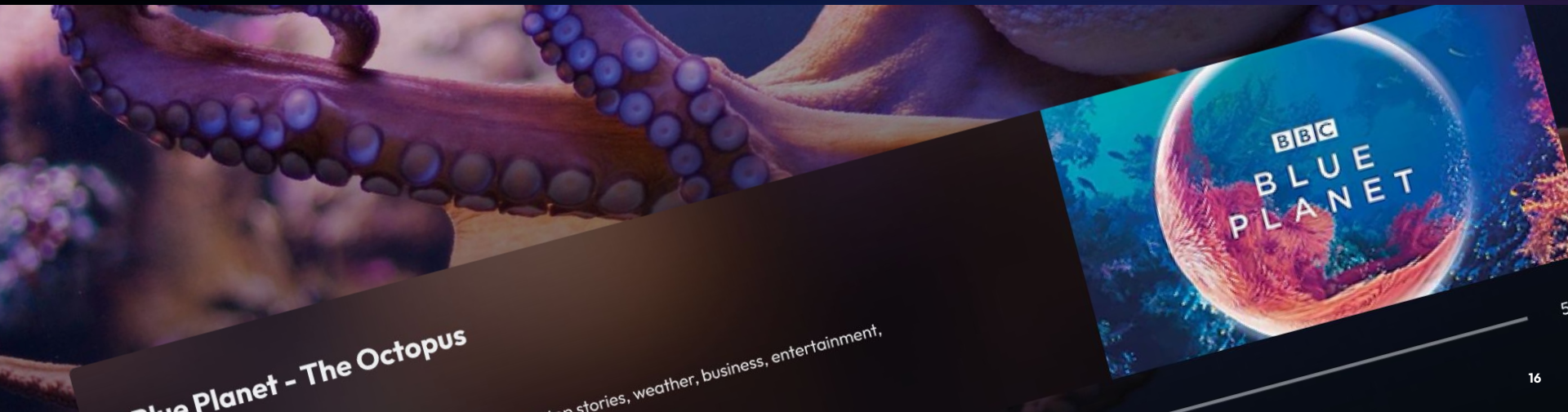
Time to grow

We support the continuous growth of your service by providing operational and technical audits as well as solid advisory covering areas of security, scalability, experience design, automation, benchmarking, and user journeys.

Reaching maturity

We provide solid recommendations for optimizations, including business, ux, solutioning and operational audits with focus on optimizing costs, increasing operational efficiencies, and differentiating your service through innovation.

Section 02 | Our expertise

Product design

Blue Planet – The Octopus

...n stories, weather, business, entertainment,

BBC
BLUE
PLANET

What we do.
Design

Solid UX strategy

We take a customer-centric approach to the design process and work closely with you to define your strategic objectives and vision, then help to transform these into insights te foundation for crafting the ultimate UX.
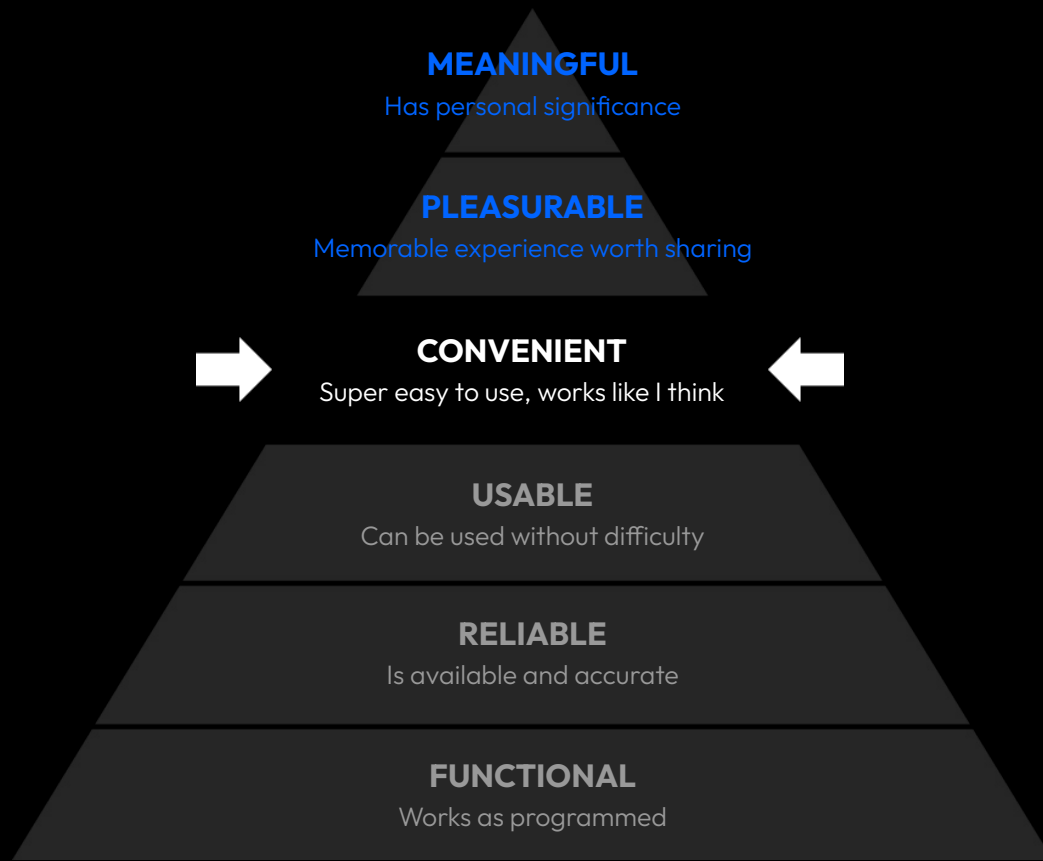
A data-led approach

We empower our customers to be data-led and actively work with them to collect solid user and business data, always working to turn this knowledge into actionable insights on which to base design decisions.

Creative innovation

Our expert design teams are curious about what is on the horizon and leverage this mindset to design intuitive, seamless, and innovative video solutions that will help you stand out from the streaming crowd.

We understand what it takes to design an **extraordinary user experience**

At Accedo we always strive to reach the top of the quality pyramid, passing the convenience "gap" that sets good and spectacular experiences apart.

MEANINGFUL
Has personal significance

PLEASURABLE
Memorable experience worth sharing

CONVENIENT
Super easy to use, works like I think

USABLE
Can be used without difficulty

RELIABLE
Is available and accurate

FUNCTIONAL
Works as programmed

accedo

Specialist design expertise for all your business needs.

Creative Concepts
User Experience Design
User Interface Design
Design System / UI Kits
Strategic & UX Workshops
UX Research & User Testing
Design Strategy
Analytics Review

Creative Branding
Bespoke Illustrations
Website Design & Branding
TV Design & Branding
Product Branding & Strategy
Presentation Design
Marketing Design
Creative Campaigns

Augmented Reality Design
Photo & Content Editing
Animation & Interaction Design
Prototyping
Bespoke Iconography
Video Editing & Showreels
EDMs (Email Designs)
Advertising & Social Media

Our design process

How we work to ensure perfect quality, every time.

Research

Collect customer and business data, identify user needs, while looking at technology limitations and other business risks.

Define

Define strategic objectives and vision for the business, then transform these into actionable insights to craft the ultimate UX.

Ideate

Explore multiple solutions for complex product offerings, then work to test the best solution and eventually hone in.

Create

Develop concepts and prototypes that meet both user needs and business objectives while maintaining the highest quality and innovation.
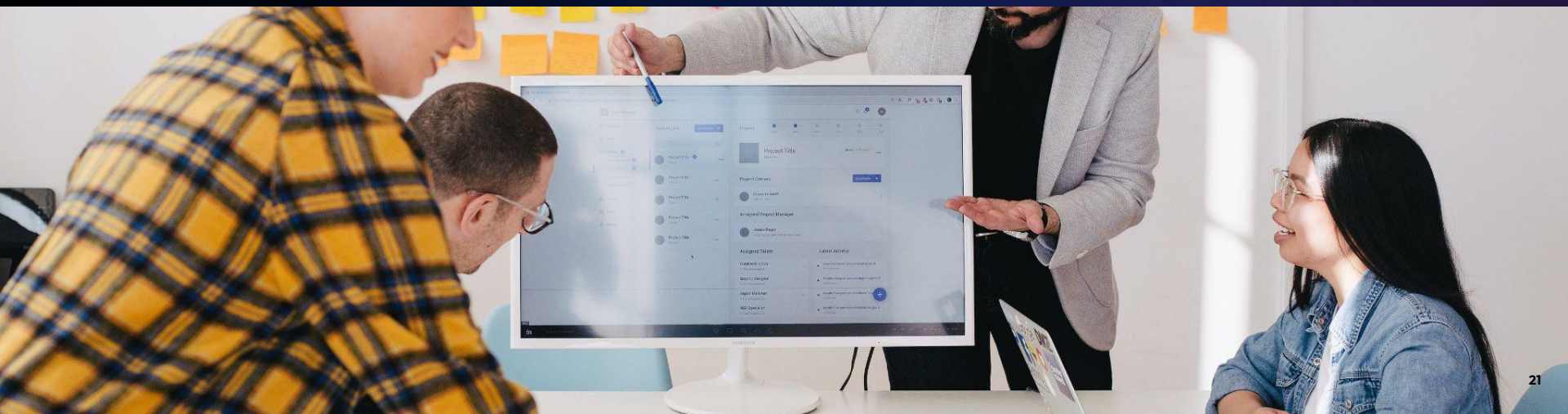
Test

Test continuously throughout the design process to ensure every solution is customer focused and driven by real user needs.

Evaluate

Carefully evaluate each design deliverable with the aim of defining areas for improvement and continuous optimizations.

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Section 02 | Our expertise

Engineering

What we do.

Engineering

Expert developers

We continuously invest in proactive training and upskilling our engineers, offering them the best possible conditions in which they can learn, develop and grow to remain best-in-class in their respective specialist fields.

Reliable frameworks

Our tried and tested frameworks, using a "Lego" block approach to integrations, help you quickly adapt to the latest trends and technologies, enabling industry leading functionality with less investment required.

Industry best practice

Our teams always follow engineering industry best practices, ensuring that code is efficient, maintainable, modular and testable to guarantee stability and best-of-breed quality deliveries.

Engineering

Expert knowledge to ensure best-of-breed applications.

Technology trends

Our global engineering teams keep their fingers on the pulse, working on top tier multi-platforms solutions that ensure up to date knowledge and expertise as technology and industry paradigms shift.
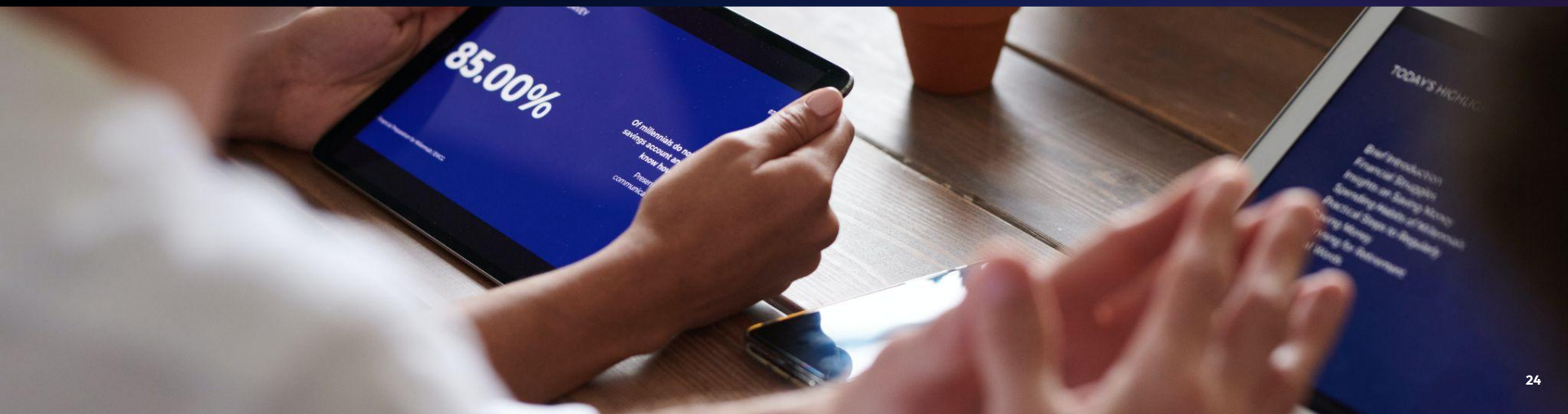
Development best practice

We pride ourselves on always staying at the forefront of development technology, translating this knowledge into best practice frameworks that ensure perfect results, every time.

Global experience

We offer a global team of experts, that can provide around the clock support, while also keeping a close eye on local industry trends, competitive landscapes, and development best practices.

Our expertise

Service management

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What we do.
Service management

24/7 support

Our experienced teams provide around-the-clock support, 365 days per year, from offices around the world. We take an always-on approach, ensuring that your video service stays available – no matter the occasion or time of day.

Proactive optimizations

We leverage state of the art tools and processes to proactively monitor and mitigate system anomalies and failures ahead of impact. We then use these insights to optimize the performance and infrastructure of your video service.

Reliability & scalability

We work closely with multiple cloud providers to offer secure, scalable and reliable hosting solutions for video services of all shapes and sizes. We also provide infrastructure support on live events, ensuring continuity of service at peak time.

accedo:

All your maintenance needs, one trusted partners.

Service ownership

We will take full accountability for the performance of your service, making sure that there is a single point of contact for operational excellence, process improvement, documentation, reporting and proactive optimization.

Project velocity

We will help you maintain continued velocity without loss of focus by proactively reducing operational issues and reducing the time spent on bug fixes, which will not only result in an improved user experience but also in a keeping your roadmap on track.

Partnership support

We will support you with all your partner integrations, serving as your one stop shop for liaising and managing 3rd party relations, while ensuring a unified process for quality assurance and documentation across the partner network.

Section 02 | Our expertise

QA automation

accedo:

What we do.

QA automation

Automated process

We take an automated yet flexible approach to testing, allowing us to improve both quality and efficiency by reducing the dependency on costly and time-consuming manual processes.

API driven framework

We offer a reliable framework that makes test faster to execute, while also increasing efficiency throughout the development and support lifecycle and enabling continuous monitoring post launch.

User-centric focus

We take a user-centric approach where we look closely at all aspects of the interface your audience will come into contact with, ensuring continuous high performance and a seamless user experience.

accedo:

Solid processes to ensure perfect quality, every time.

User interface testing

A testing framework that generates user interface events, such as finger presses, and observes the changes that result in the user interface, to validate that the observable behavior of the program is correct.

API testing

An API-driven testing framework that uses a programming interface to the application to validate the behavior under test, looking at things like public interfaces, classes, modules or libraries.

Automated testing

An automated UI testing framework that serves as a foundation to improve quality and efficiency by reducing the dependency on manual testing, and proactively identify changes to service layer integration points.

Why we recommend automated testing

It is faster
Enables quicker diagnostics in an often complex multi-vendor ecosystem.

It is safer
Helps identify and potentially avoid API outages during development.

It is smarter
Improves efficiency throughout the development and support lifecycle

It is forward looking
Enables continuous monitoring post launch for preventative maintenance

Our expertise

Innovation

accedo:

What we do.
Innovation

Industry thought-leaders

All our teams, from strategists and designers to solution architects and engineers, are curious about what is on the horizon and leverage their extensive industry knowledge to help you create and deliver the video experiences of tomorrow.

Next-gen technology

We offer a broad suite of innovative and immersive solutions that leverage Extended Reality and other next-generation technologies, including features such as Augmented Reality, Virtual Reality, and Social Watching.

Strategic partners

We have formed strategic partnerships with specialist vendors from across the immersive technology sector, enabling us to present you with an attractive end-to-end offering for delivering next-generation video experiences.

accedo:

Imagine your video service, in the metaverse.

Trusted XR advisor

Our dedicated teams provide the expertise and resources you need to create compelling and profitable XR experiences, guiding you every step of the way as you transform your video business for the future.

Low-investment solutions

We offer a range of options for businesses of all sizes, enabling you to start small and iterate based on feedback and data, minimize risk, and refine your strategy over time, with minimal investment needed up front.

Experiences for all

Our specialist XR solutions enable you to create immersive experiences that truly capture users' attention, enticing them to form strong connections with your brand and a lasting interest in your content.

We are innovators

Turn viewers into visitors

Extended Reality (XR) creates a more leaned in, engaged experience where users go from being passive viewers to active participants interacting with your brand and content.

Monetize beyond video

The metaverse opens up a range of new monetization opportunities beyond traditional video subscriptions, by enabling you to seamlessly promote and sell assets across your digital portfolio.

Brand the experience

We help you stay ahead of the curve by providing smarter solutions to specific challenges, always with an eye on the horizon to unlock new opportunities for business growth and user engagement.

accedo:

— Section 03

Our delivery approach

accedo:

A delivery philosophy that meets your needs

Dedicated team

We immerse ourselves fully into your project, operating as an extended arm of your teams. By taking complete ownership of the project, we can help shape and drive its direction to ensure perfect results, every time.

Native development

Our expert engineering teams create native, high performing applications that streamline the experience and enhance your brand with an end product that is polished, performant, and effective – every time.

Quality assurance

Our teams follow stringent processes and methodology frameworks that ensure perfect quality across all platforms. Thorough quality assurance is vital in ensuring that all implementation goes according to plan.

Flexible engagement models

We offer a variety of working models to meet your unique business processes and objectives. We understand that collaboration is key to any successful deployment and will work closely with your team every step of the way.

Our delivery approach.

Getting you to market, fast.

In an increasingly competitive landscape, getting to market within a reasonable time frame is as important as it's ever been. That is why we recommend starting with a Minimum Viable Product (MVP), putting yourself in an ideal position to continue to grow and evolve your offering over time.

We will ensure that the MVP base is stable, well architected, and perfectly designed, guaranteeing that your initial applications can form the basis for ongoing optimizations and extensions that set you apart in the long run.
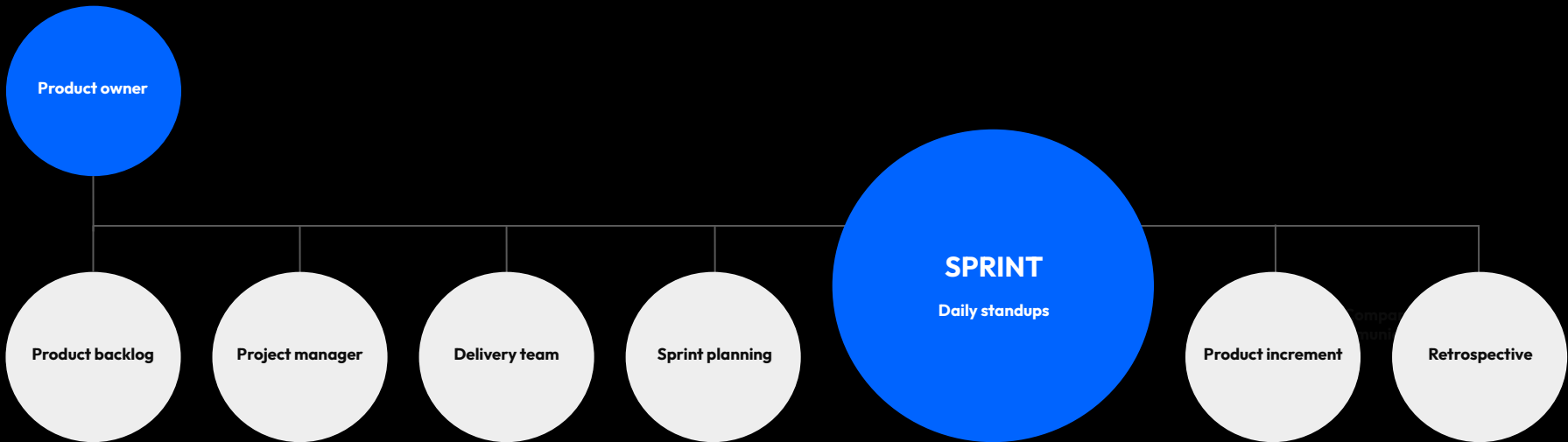
Iterate, improve, repeat.

By working in short release cycles, we are able to build a strategy of improvement that is based on user needs and business value. This allows us to build and release quickly, with emphasis on measuring the success of each phase. We are also able to test with users throughout the journey, in the design and development phase as well as after release.

accedo:

Choosing the right technology will make all the difference.

Reusable

By implementing a module library, we ensure that all front end applications inherit a collection of rich modules that can be reused right out of the gate, avoiding additional front end development for future iterations.

Flexible

Our architecture is always designed to mitigate the challenge of technological and vendor lock-in that can inhibit long term scalability and agility, setting you up for success no matter what the future holds.

Forward-looking

We guarantee technical implementations that will scale to meet evolving needs of the ecosystem in the years to come, future-proofing your service so that it will always stay up to date.

accedo:

Thank you!

Award-winning professional services.