



# Media + the DevOps Revolution

Today's media and entertainment world is centered around direct-to-consumer distribution, over-the-top content and AI-powered personalization. Cable TV subscriptions continue to shrink as traditional media channels give way to a deluge of on-demand video streams and web and social platforms. To drive predictable revenue growth, media companies must find new opportunities to foster customer loyalty through engagement and retention. Without digital transformation, 34% of media companies will cease to exist.



## Challenge: Unleashing Unmatched ROI from the Cloud

As consumer habits and preferences evolve, media and entertainment brands need to figure out how to stay profitable without corroding the user experience and driving away their subscribers. Today's media leaders solve this puzzle through multi-cloud platforms that power D2C narrow-targeting and personalized content across every channel and device.

## Solution: The #1 DevOps + Testing Solution for the Cloud

Across the globe, innovative media and entertainment brands leverage Copado to unleash Continuous Integration and Continuous Delivery (CI/CD) and Robotic Testing across Salesforce, SAP and multi-cloud environments. Copado is the only vendor on the market with a specialized DevOps compliance solution embedded within its platform — helping you stay in line with ISO, GDPR, CCPA and other industry standards.

### Copado Media Customers



THOMSON REUTERS

SPRINGER NATURE

hulu

S&amp;P Global

sky

ELSEVIER



macmillan learning

# Copado Features

## Faster Time to Deployment

Copado's platform helps media companies unlock continuous integration and delivery — driving seamless D2C experiences and digital maturity.

## AI-Informed Speed + Quality

Robotic software testing catches bugs and eliminates QA bottlenecks. Predictive analytics powered by machine learning accelerates customer personalization.

## Security + Visibility

Version control, merge conflict resolution and metadata backups provide end-to-end pipeline traceability and make it easy to roll back changes.

## Governance + Compliance

Release approvals, audit trail, quality gates and real-time monitoring derisk cloud environments and make governance a breeze.

## User-Friendly for Pro-Code Developers + No-Code Admins

Cloud-native UI enables your team to work directly within Salesforce and SaaS platforms — accelerating adoption and clearing the way for collaboration.

## Multi-Cloud Integrations



## Results: 95% Faster Deployments + 307% ROI

Our next-generation DevOps and Robotic Testing platform is designed to drive digital transformation and end-to-end ROI for traditional manufacturers and next-generation production firms alike.

**20x** FASTER SOFTWARE DEPLOYMENTS

**90%** REDUCTION IN MEAN TIME TO RECOVER

**78%** FEWER PRODUCTION FAILURES

**\$6M** IN BUSINESS BENEFITS PER COMPANY

*Forrester Research, Inc: The Total Economic Impact Of Copado DevOps, July 2021*

## Additional Resources

[Macmillan Learning Case Study](#)

[Wiley Case Study](#)

[DevOps Solution for Media](#)

[DevOps 360 Demo](#)

[CI/CD Datasheet](#)

[Robotic Testing Datasheet](#)

[Compliance Hub Datasheet](#)

[Data Deploy Datasheet](#)

[AppExchange Listing](#)