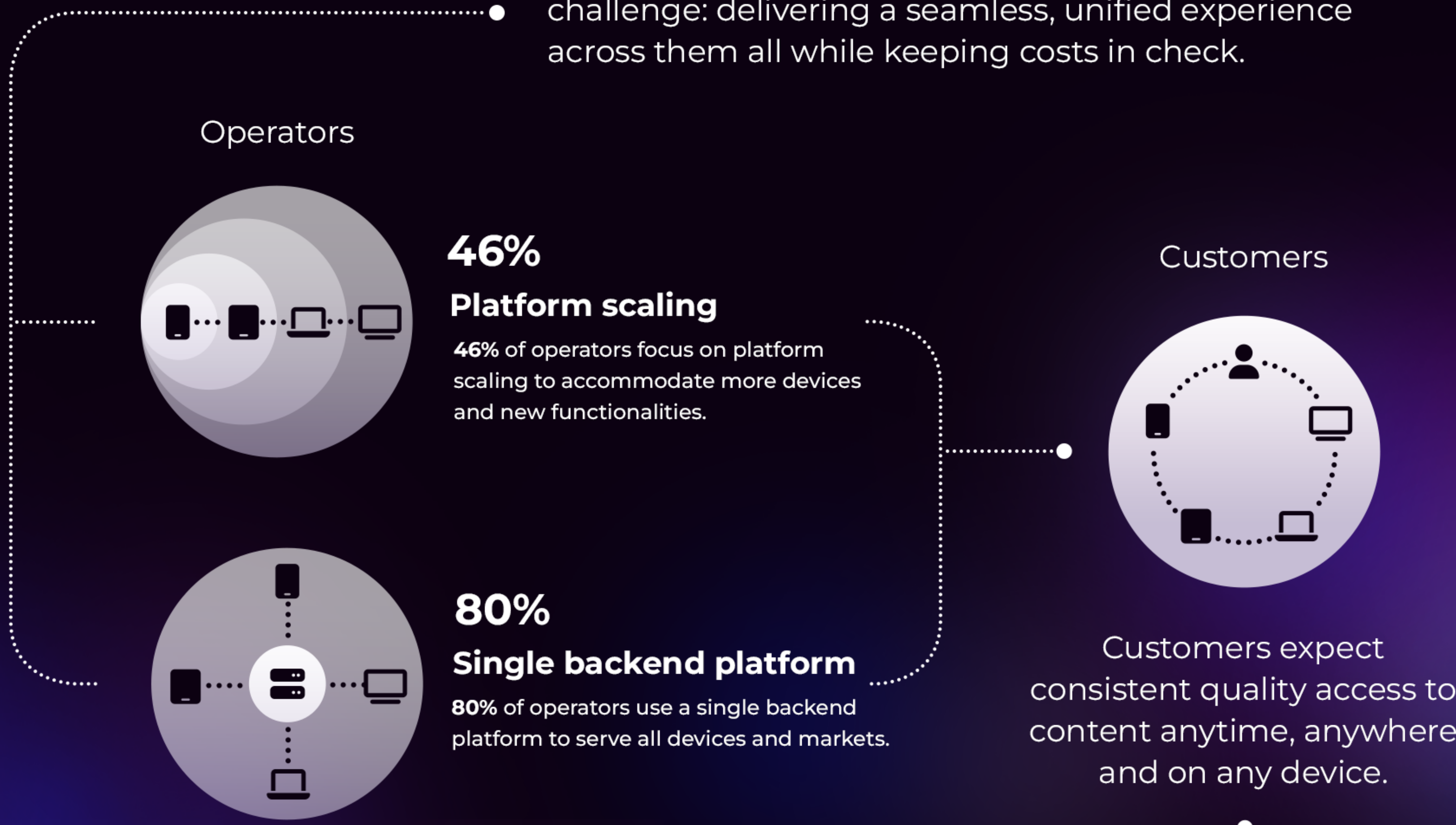# Can you unify the user experience across all devices without overspending?

As connected devices multiply, operators face a critical challenge: delivering a seamless, unified experience across them all while keeping costs in check.

Operators

46%
Platform scaling
46% of operators focus on platform scaling to accommodate more devices and new functionalities.

80%
Single backend platform
80% of operators use a single backend platform to serve all devices and markets.

Customers

Customers expect consistent quality access to content anytime, anywhere and on any device.

How to deliver a superior user experience without ballooning costs?

Did you know?

Streamline your operations
Adding new devices while maintaining and managing the platform should be seamless and quick. A scalable platform ensures your business can adapt to future challenges with ease.

20-30% less cost
Operators with future-proof platforms that simplify operations can reduce costs by up to 20-30%

Offer a consistent user interface
Offering a uniform look and feel across devices improves customer retention and satisfaction by creating a seamless experience on all devices.

15% customer retention increase
A consistent UI can increase customer retention by up to 15%, as users benefit from a familiar interface across all platforms

Provide seamless transitions
Ensure customers can move between devices without losing their place in the content. That way operators can improve overall viewing experience and keep users engaged.

20% customer satisfaction boost
Providing seamless transitions can boost customer satisfaction by up to 20%

Simplify content discovery
Easily onboard new and premium content while simplifying exploration. By offering intuitive search and discovery features combined with highly personalized recommendations, operators can improve customer engagement.

22% reduction in abandoned searches
Streaming platforms with advanced content discovery see a 22% reduction in search abandonment rates

Level up operational efficiency
In order to improve the rollout of new features while controlling expenses, use a platform management tool. These tools can optimize resource use and simplify coordination.

20% saving in TCO
Operators who adopt platform management tools save up to 20% in TCO

Scale your platform efficiently with Irdeto Experience

- Save on TCO
- Deliver features faster across all devices
- Speed up Time to Market
- Reduce fragmentation

Scale smarter, operate seamlessly.

Find out more

Discover Irdeto Experience