

## Media and Entertainment

### Description

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Disruption caused by the 2020 pandemic has been the catalyst to accelerate consumers' readiness to adopt new digital media experiences pulling forward the future of technology for media and entertainment companies. As new technologies enable business models that are driven by consumer behaviour, they are opening the way to reconfiguration and reinvention by presenting opportunities for new user experiences, monetization, improved efficiencies and faster growth.

Content is being consumed anytime, anywhere, on any device more so than ever before. As the demand of direct-to-consumer streaming services increases, media and entertainment companies are scrambling to offer content libraries broad enough to both attract and retain audiences. This creates opportunities to re-aggregate their content with a wide array of offerings from video, music, and gaming services with ad-supported content providing a curated personalized experience for the user.

### Our Approach:

ATMECS understands the nuances of changing technologies and business challenges of the Media and Entertainment industry. Our approach is to harness the power of the latest technologies and our engineering expertise to deliver impact for our clients. We leverage and optimize the five key drivers of success in today's digital landscape for our clients:

### Understanding the 5 key Digital Business Drivers for success

Continuous Innovation

**Business Improvement**

**Consumer Engagement**

**Top Secret Information**

**Operational Excellence**

ATMECS, as a strategic technology partner, helps its media and entertainment clients achieve this paradigm shift. With our broad range of services and solution offerings, ATMECS enables our clients to reach beyond conventional growth and lay a solid technological foundation for future transformation and innovation.

## **Our Services**

ATMECS offers a full spectrum of services tailored to meet the business needs of our Media and Entertainment clients. Through decades of experience and expertise in the Media and Entertainment industry, we have customized our offerings so as to accelerate innovation and time to market for our clients.

Digital Integration, Analytics and Mobile Computing  
Product and Quality Engineering  
Enterprise Technology, Cloud and Customer Support  
Digital Integration, Analytics and Mobile Computing

- Business Consulting
- Program and Project Transformation
- Solution, Platform and Cloud Integration
- IoT, Emerging Technology
- Data Engineering and Information Management
- AI Design Development and Deployment
- End-to-end Mobile Strategy and Deployment
- Robotic Process Automation

Product and Quality Engineering

- Integrated Product Engineering
- Application (Web, Mobile) Design & Development

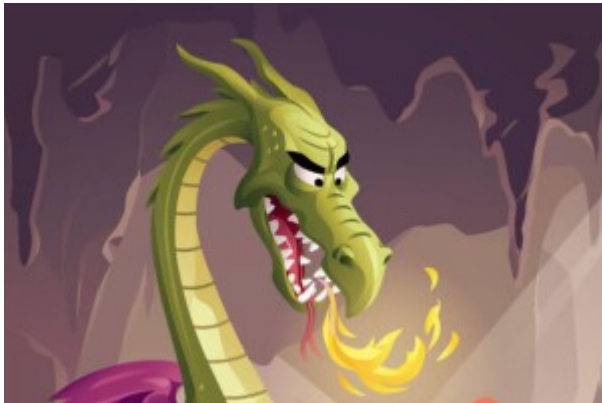
- Software And Application Design
- End-To-End Product Development
- Manual & Automated Testing
- Mobile Testing
- Quality Assurance
- Automation Engineering
- Performance Engineering

#### Enterprise Technology, Cloud and Customer Support

- Infrastructure Automation & Deployment
- Private, Public On-Premises & Hybrid Cloud
- Design & Migration & Security & Compliance
- Back-Up & Recovery & Systems & Storage
- Network Ops & Call Center Support Services
- Service & Help Desks, DevOps & SecOps
- Systems, Data Administration & Management
- Enterprise Applications And Networks

#### Our Work

Our battle tested teams have the experience, industry knowledge, technical skill, partner relationships, methodologies, global reach and passion to support our clients' success and make their business vision a reality.



#### Platform Engineering



**NOC Services**



**Cloud Admin**



**IOT Platform**

## **Our Team of Experts**

Our subject matter experts are seasoned industry professionals who can provide thought leadership and strategic or tactical support on your next digital transformation initiatives.



**GAYATHRI MALOLAN**

CHIEF EXECUTIVE OFFICER

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Bio

**Gayathri Malolan**

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Gayathri Malolan is a strategic thinker and self-starter with demonstrated ability in creating and sustaining organizational growth. As part of the leadership team since its inception, Gayathri has played a key role in crafting ATMECS's vision and building brand value for the company within the industry. She is responsible for an enviable clientele of several industry leaders including in the M&E, High Tech, Transportation, and Healthcare domains. She remains deeply committed to customer success, and her flair for building genuine, lasting partnerships has been the hallmark of her accomplishments through the years.

Early in her career, she trained and managed a large sales promotion organization, Yellow Pages, India, collaborating with Bell Canada. This experience, combined with her MBA, later catapulted her to head the country operations and to help set up teams, including in Singapore, Thailand, Sri Lanka, Macau, and Indonesia.

Gayathri believes in achieving professional success, following the basic principles of life.

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## **VENKATESA VISWANATHAN (VISHY)**

SENIOR VICE PRESIDENT - DELIVERY

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Bio

## **VENKATESA VISWANATHAN (VISHY)**

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A three-decade-long career has seen Vishy deliver complex projects spanning the various facets of the IT Industry - Product Engineering, Software Services, Infrastructure, Business Operations, and Customer Support. His expertise lies in managing large accounts, providing governance leadership, and increasing productivity.

An excellent communicator, a people-oriented leader with a penchant for technology enablement, Vishy believes People, Delivery, Innovation are the cornerstones for fruitful customer engagements.

Prior to joining ATMECS, Vishy has worked with Kony Labs, Ness Technologies, AINS Inc., and ITC Limited. His key achievements include setting up the India Enterprise Centres for Franklin Templeton and Invesco.

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**LORI BANAS**

CHIEF AI/ML OFFICER

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**GOPAL DURAI**

## SVP & PRACTICE LEADER

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Bio

### Gopal Durai

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Meet our VP and Media Broadcasting & Education Publishing Practice Leader, Gopal Durai. Gopal is an ambitious Industry Sales Leader who creates strategic alliances with Media Broadcasting, Education Publishing & Information Services, and Insurance, client/ industry leaders to effectively align with and support key business initiatives. He comes with over 20+ years of experience in Account Management, Project Lead and Delivery before taking on his leadership role at ATMECS.

Prior to joining ATMECS, he has worked with organizations like Capgemini, DXC Technology, Larsen & Toubro Infotech, Tata Consultancy Services, and Sail. Gopal has finished his AMIETE in Electronics and Communications Engineering from the Institute of Electronics and Telecommunication Engineering and M.Tech in Computer Science from Jawaharlal Nehru Technological University.

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### Are you interested in what we do? Reach out to the passionate minds!

With vibrant, energetic, agile, nimble teams, we are constantly looking to solve complex problems. Contact us to know more!

[Let's Partner](#)

[Join our team](#)

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admin