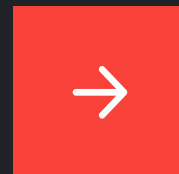# MODERN MEDIA SUPPLY CHAIN
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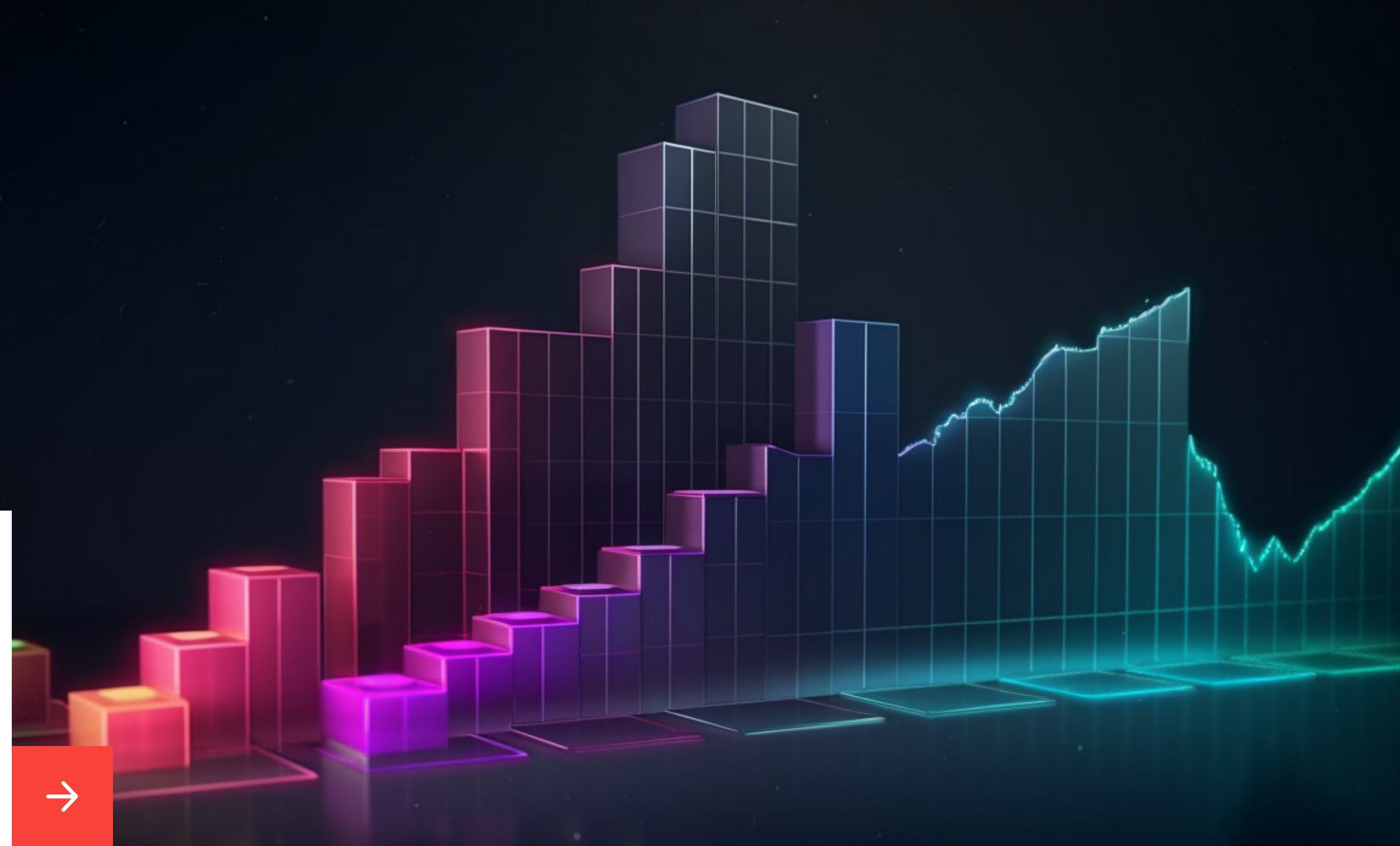
A PRACTICAL GUIDE FOR
CLOUD MIGRATION

ATELIERE

PREFACE

"The M&E industry has become a business of more. More consumers, more content, more industry growth, and more pressure to meet the demand that comes with that.

However, many vendors are not equipped to manage the new reality. The answer is found in "Software as a Service" (SaaS) where all that is needed is wifi and a browser…. and the power of cloud computing, from a service provider like Amazon Web Services.

A single platform that encompasses storage, mastering and distribution, reducing the number of pieced-together vendors in the overall workflow."

Dan Goman, Founder & Chief Executive Officer, Ateliere

INTRODUCTION:

Thinking of migrating your supply chain to the cloud?

Time to put ideas into action. A cloud-native, integrated content supply chain is critical for any company to succeed in today's fiercely competitive landscape, where profit is the main measure of success. Choosing the right technology partners will help your business move fast and remain competitive.

If we were to ask any successful company about their superpower, most would likely say "speed". In the current business landscape, constant change is a given and the ability to adapt quickly, essential.

Making the right technology choices so that your business can move fast, is key to survival.

In this practical guidebook, we will take you through the steps required to migrate your existing media supply chain to the cloud in the most efficient way. The worksheets will help you define your goals and outcomes, avoid common pitfalls of cloud migration and work out the potential ROI of moving to a modern media supply chain.

Let's get started!

CHAPTER 1:

GOALS + OUTCOMES

Migrating Your Media Supply Chain to the Cloud

IN THIS CHAPTER…

❯ WORKSHEET: PLAN YOUR GOALS & OUTCOMES

❯ ROI + SUSTAINABILITY

❯ ATELIERE'S COST-SAVINGS CALCULATOR

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GOALS + OUTCOMES

WHAT IS DRIVING MEDIA COMPANIES TO RETHINK THEIR PRODUCTION AND DISTRIBUTION MODELS?

As video consumption habits undergo major shifts, customer demands are driving broadcast and streaming companies to revamp their production and distribution models.

For those who can **overcome the technological and operational hurdles to transforming their media supply chain**, the **business opportunities are enormous**. The path to success will require media companies to migrate their supply chain to the cloud.
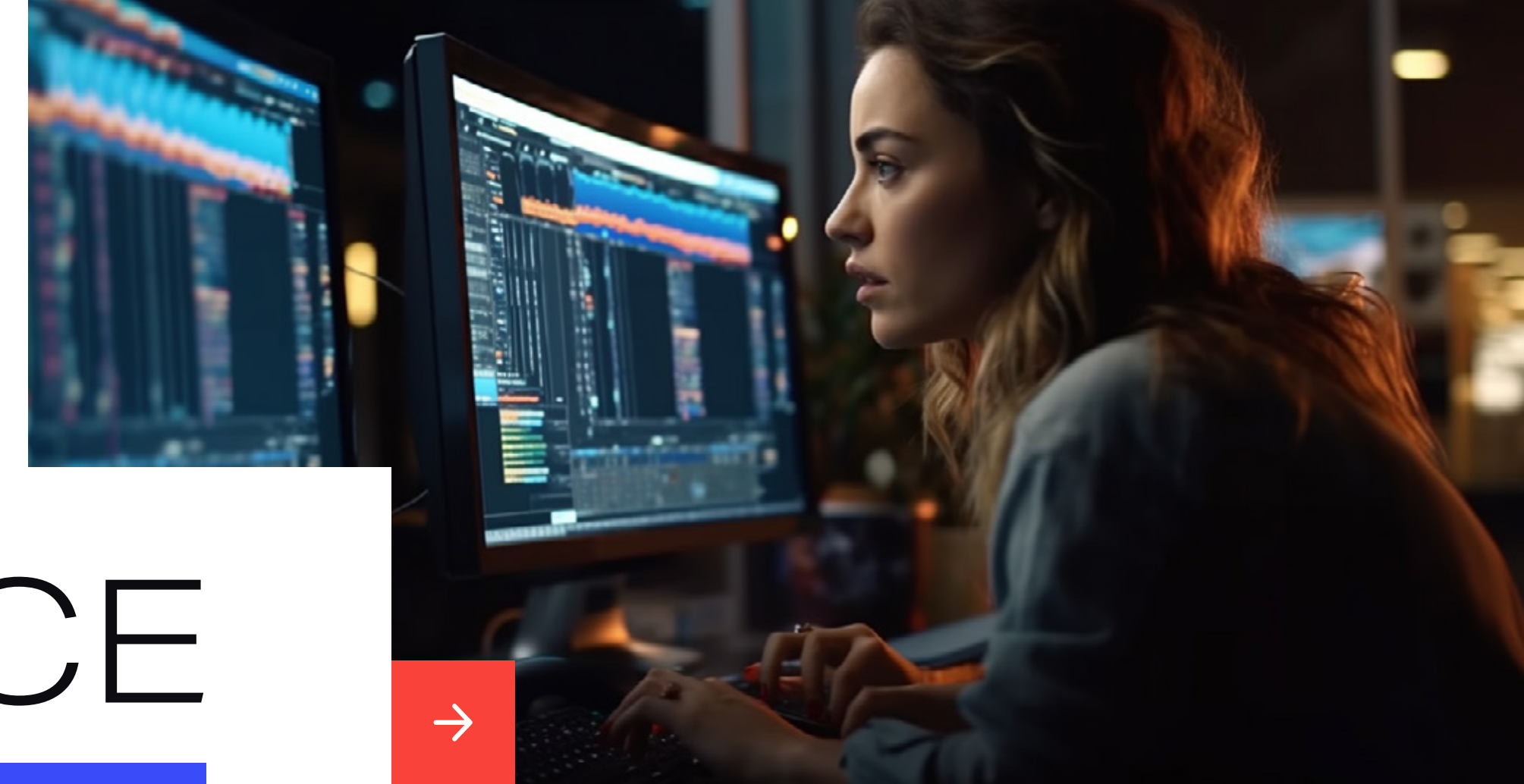
This chapter will help you formulate your **business' desired goals and outcomes** for migrating your media supply chain to the cloud.
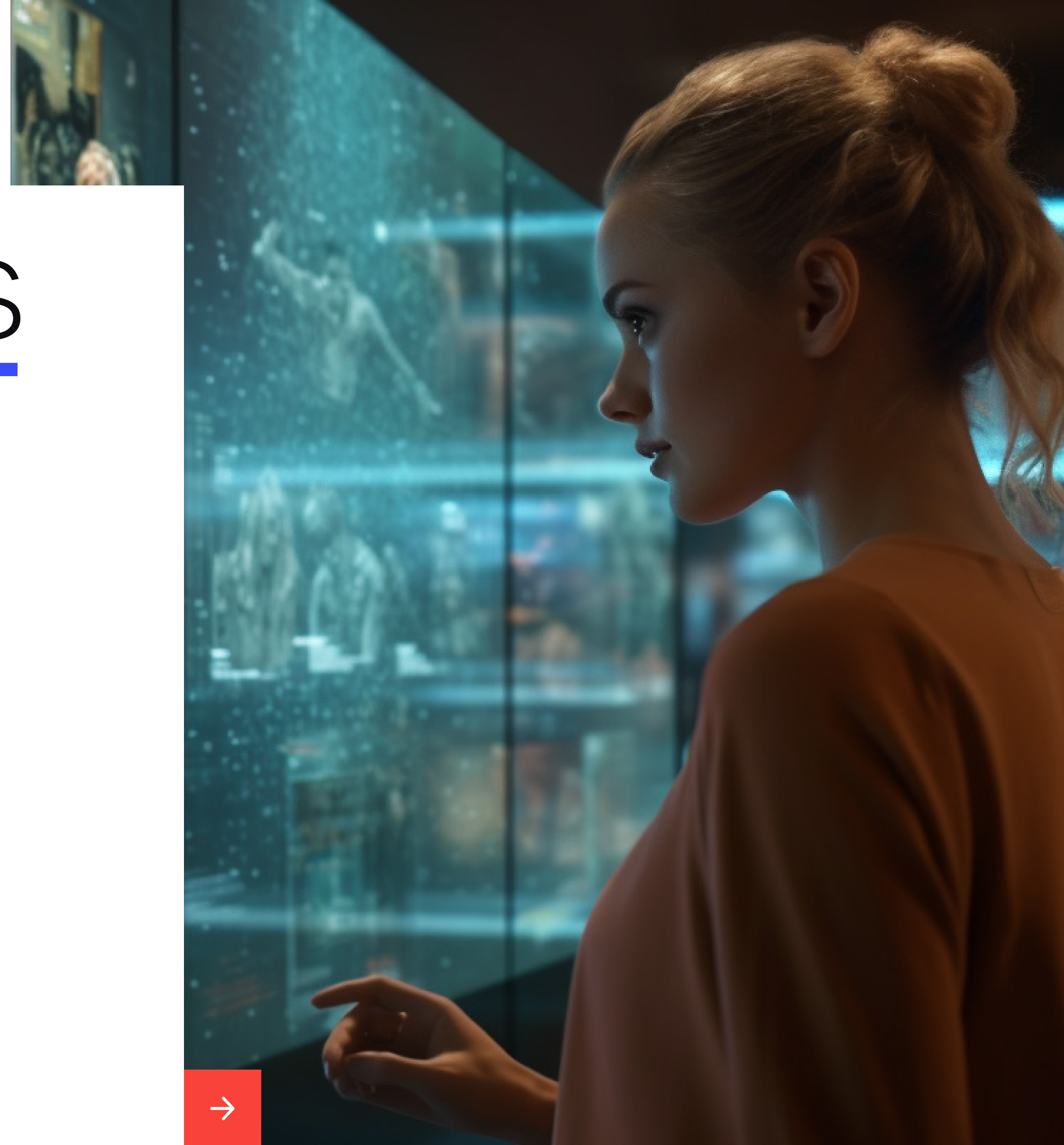
EXCEPTIONAL CUSTOMER EXPERIENCE

Successful content owners and distributors have their **viewers' experience as the starting point for their strategy planning**. Making data-informed decisions (based on what your audiences watch, when and on what devices...) will enable your business to deliver and recommend the right content, to the right viewers at the right time.

This is key for customer retention, but cannot be efficiently achieved with traditionally siloed production and distribution workflows. These legacy operations do not provide a holistic view of the media supply chain. You need an integrated supply chain in the cloud to **serve the needs of every viewer.**

→ Cloud infrastructure enables this connectivity through speed, flexibility and centralization.
A unified global supply chain that's cloud-native enables the implementation of additional services that promote customer retention.

A well-connected back-end translates into an **enhanced customer experience**.

Refer to the **Worksheet** at the end of this chapter to help you map out desired improvements for your current customer experience.

OPERATIONAL EFFICIENCY +TECHNICAL AGILITY

The traditional, on-premise, siloed approach to production and distribution, with each step of the process happening within its own operational island, is inadequate and an impediment to business agility. One, you cannot deliver content efficiently to your audience when and where they want it. Two, your business cannot respond quickly enough to changing demands.

Sometimes these issues are transferred to the cloud by simply taking a lift-and-shift approach, i.e. moving existing systems to the cloud without optimizing the back-end.

If you are operating your own media supply chain, you want to answer the following:

- Does your organization have a clear picture of operational bottlenecks?

- Have you evaluated areas for increased efficiency through automation?

- Do you have a monetization strategy for your content archive that can be achieved efficiently?

In our experience working with dozens of media companies, we have found that **mapping out manual and inefficient processes**, and understanding where factory-level automation can be applied, brings **significant agility and flexibility**.

TOP AREAS OF INEFFICIENCY IN A DISCONNECTED MEDIA SUPPLY CHAIN:

- **Lack of integration** between workflows and systems.

- **Inflexible media flow definitions** which can take days or weeks to update with new endpoints and delivery specifications.

- **Poor internal and external communication** with too many isolated platforms, vendors, and inadequate communication between teams.

- **No visibility** into operations, too much time chasing statuses and updates to move processes along

- Considerable **time wasted looking for content**, often from lack of metadata and / or structure.

- **Error-prone manual processes** that cause bottlenecks and delays.

- **Slow delivery to market** from inefficient packaging and distribution.

- **Bloated and disorganized content archives** with unnecessary duplication that hinder monetization.

In the business of producing content, mapping processes should start at content ideation, through capture, packaging and distribution, flowing efficiently to the audience. Gathering and analyzing key data across the chain is key to making strategic improvements quickly and often. Moving to a cloud infrastructure will enable this connectivity through speed, flexibility and centralization. And adopting a platform with a **low-code / no-code approach**, where workflow configuration and business rules are easy to design and implement, will deliver the technical agility your business needs to succeed.

Refer to the Worksheet at the end of this chapter to help you understand areas of inefficiency in your business and set up clear goals and outcomes for improved operational efficiency and technical agility.

COST SAVINGS+ ADDITIONAL REVENUE
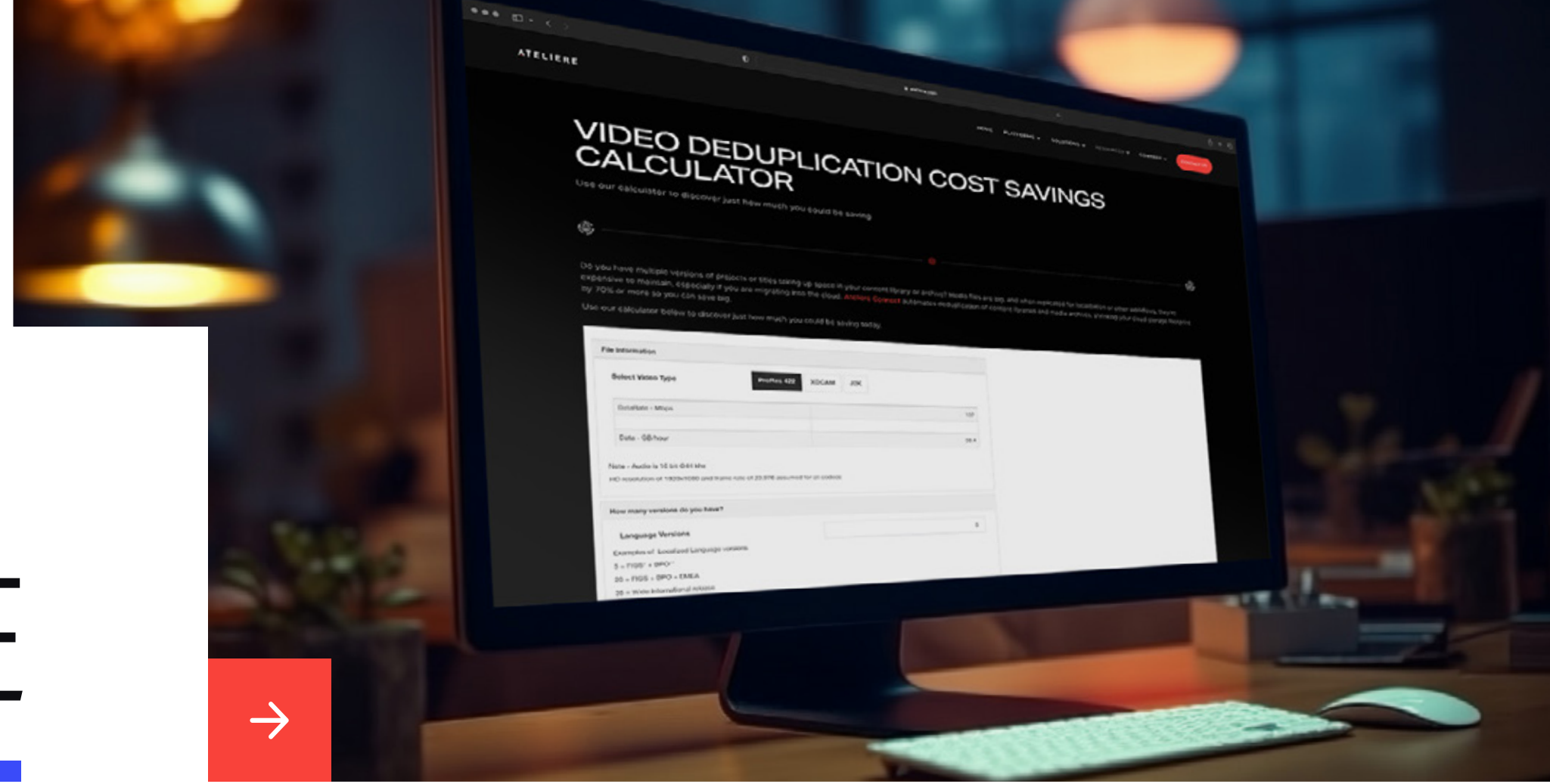
Cost savings should naturally follow from a set of well-delivered operational efficiency measures. Equally, providing an exceptional customer experience will translate into additional revenue. Let's explore how.

COST SAVINGS

For reliable data on potential benefits, it is useful to carry out an analysis across key workflows throughout your media supply chain. This analysis, gathering the "as-is" picture, should outline the process, focusing on the major drivers for existing time/duration and costs. With that information in hand, you'll be able to **predict potential time and cost savings when implementing automation and cloud infrastructure**. At Ateliere, we have years of experience carrying out detailed operational analyses that help capture

a snapshot of your existing media supply chain and **quantify potential time and cost savings**.

→ A well-implemented, cloud-native media supply chain solution can help media companies of all sizes manage and deliver video content to multiple endpoints, with significantly less storage costs, native component-based workflows, and simplified recipe-based packaging and delivery.

A practical example is around **storing duplicate media assets**, which could be making your content library far too expensive to maintain. Refer to **Ateliere's Cost Savings Calculator** to understand how you can dramatically reduce long-term storage costs by de-duplicating your video assets. **Ateliere Connect** simplifies the process of deduplicating content libraries and media archives, **shrinking cloud storage footprint by 70% and more**.

ADDITIONAL REVENUE OPPORTUNITIES

Moving your media supply chain to the cloud should bring you **increased workflow flexibility and scalability**, so that your organization can bring in new revenue by quickly putting in place new services and/or **efficiently onboarding new partners**.

Whether you're looking to launch new offerings to your viewers (AVOD, SVOD, free streaming….), increase subscriber count, reduce churn or implement new monetization opportunities for your library, your goals should be quantified in terms of volume and timeframes.

Refer to the Worksheet at the end of this chapter to identify cost savings areas within your media supply chain as well as mapping out your revenue opportunities.

→ A platform like **Ateliere Discover** will provide you with unprecedented control over content distribution, so you can leverage your libraries to reach wider audiences and increase profits, enabling you to make programming and marketing decisions based on comprehensive analytics.

→ A platform like **Ateliere Connect** will rapidly turn your bloated content archive into a well organized, highly searchable content inventory. Proprietary deduplication AI/ML capabilities and component-based workflows reduce cloud storage footprint by 70% and more, while simplifying and reducing the cost for your media packaging & delivery operations

ROI+SUSTAINABILITY

A sustainable and environmentally-friendly media supply chain is becoming increasingly important to most media companies' agenda. As local government directives push compliance with a range of regulations, sustainability should be added to your list of outcomes and goals when looking to migrate your media supply chain to the cloud.

The starting point will be to implement the right tools to **gather power consumption and carbon footprint**, and how this changes from on-premises installations to hybrid and cloud deployments. There are several options in the market, but the **AWS Customer Carbon Footprint Tool** is a good starting point.

With the relevant data in place, you'll be able to consider what is possible in terms of reducing the environmental impact of your media supply chain. It is key, however, that those measures also **bring cost reductions and / or help with overall ROI**.

Refer to chapter 3 for help working out the potential ROI of migrating your media supply chain to the cloud.

WORKSHEET:
PLAN ORGANIZATIONAL GOALS + OUTCOMES

Consider your organizational goals when planning the migration of your media supply chain to the cloud. We provide some prompts to help you formulate well-defined, measurable outcomes. These will vary depending on the nature of your business.

3. What are your operational efficiency & technical agility goals?

Some examples would be increasing content packaging / output by x%, increasing speed to market by x%, processing x more media in x less time or reducing manual tasks by x%

1. What are your customer experience goals?

For example, are you looking to enhance search and discovery for your viewers, deliver personalized and timely content recommendations for each subscriber, smooth navigation without breakdowns in content selection, or something else?

4. What are your cost savings & additional revenue goals?

This could include, for example, driving cost reduction through automation by x% within x time frame, launching # new revenue services by x time frame, increasing subscriber / viewer count by x%, reducing churn by x%, onboarding new partners within x hours/day, increasing monetization on existing catalog by x%, etc.

2. What business model(s) would the business want to implement?

Whether Software-as-a-Service, fully hosted and managed or a mix of options, it is important to define this from the outset.

5. What are your sustainability goals?

For example: implementing x power consumption / carbon footprint data collecting and measuring tools by x date, reducing power consumption costs by x% by x date or reducing environmental impact of media supply chain x% by x date.

KEY TAKEAWAYS

- **Cloud adoption is crucial for modern** M&E businesses, simplifying media supply chains and reducing reliance on multiple vendors.

- In today's competitive environment, media companies need to rethink their **production and distribution for agility and speed**, which the cloud facilitates.

- **Defining business goals, quantifying benefits and ensuring clear outcomes**, is crucial for a successful migration to the cloud.

- A media supply chain in the cloud **enhances customer experience, streamlines workflows, and boosts revenue** opportunities while saving costs.

- The cloud **supports sustainability** by measuring power consumption and carbon footprint, plus optimizing cost efficiency.

By carefully planning goals and outcomes, media companies can navigate their cloud migration process and leverage technology to stay competitive and relevant.

If you'd like to talk through any of these points or help completing your organizational goals **worksheet**, reach out to **sales@ateliere.com** to set up a compromise-free discussion.

CHAPTER 2:

JOURNEY TO THE CLOUD

IN THIS CHAPTER…

❯ CLOUD BENEFITS AT A GLANCE

❯ WORKSHEET: MOVING FROM ON-PREMISES
TO CLOUD INFRASTRUCTURE

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JOURNEY TO THE CLOUD

Content production and distribution within the Media and Entertainment (M&E) industry comes with highly specific and stringent requirements:

From very large file sizes, highly secure assets and multi-versioning to assured delivery on deadline. Fickle consumers, increasing competition and an accelerating need to produce and distribute more content, faster on a global basis exacerbate the challenges.

To not just survive, but to also thrive, M&E companies need to make bold moves to maintain profitability amid increasing competition. Innovative companies

will choose to invest in technology to improve efficiency, drive creativity, reduce costs, and meet ambitious growth goals. The silver lining is that **these exacting requirements fall in the sweet spot of cloud computing's potentia**l.

But there is a caveat: many media management platforms predate the cloud. This poses an interesting question: **is it better to migrate existing services into the cloud or invest in a new, cloud-native workflow?**

MOVE AT THE SPEED OF CLOUD
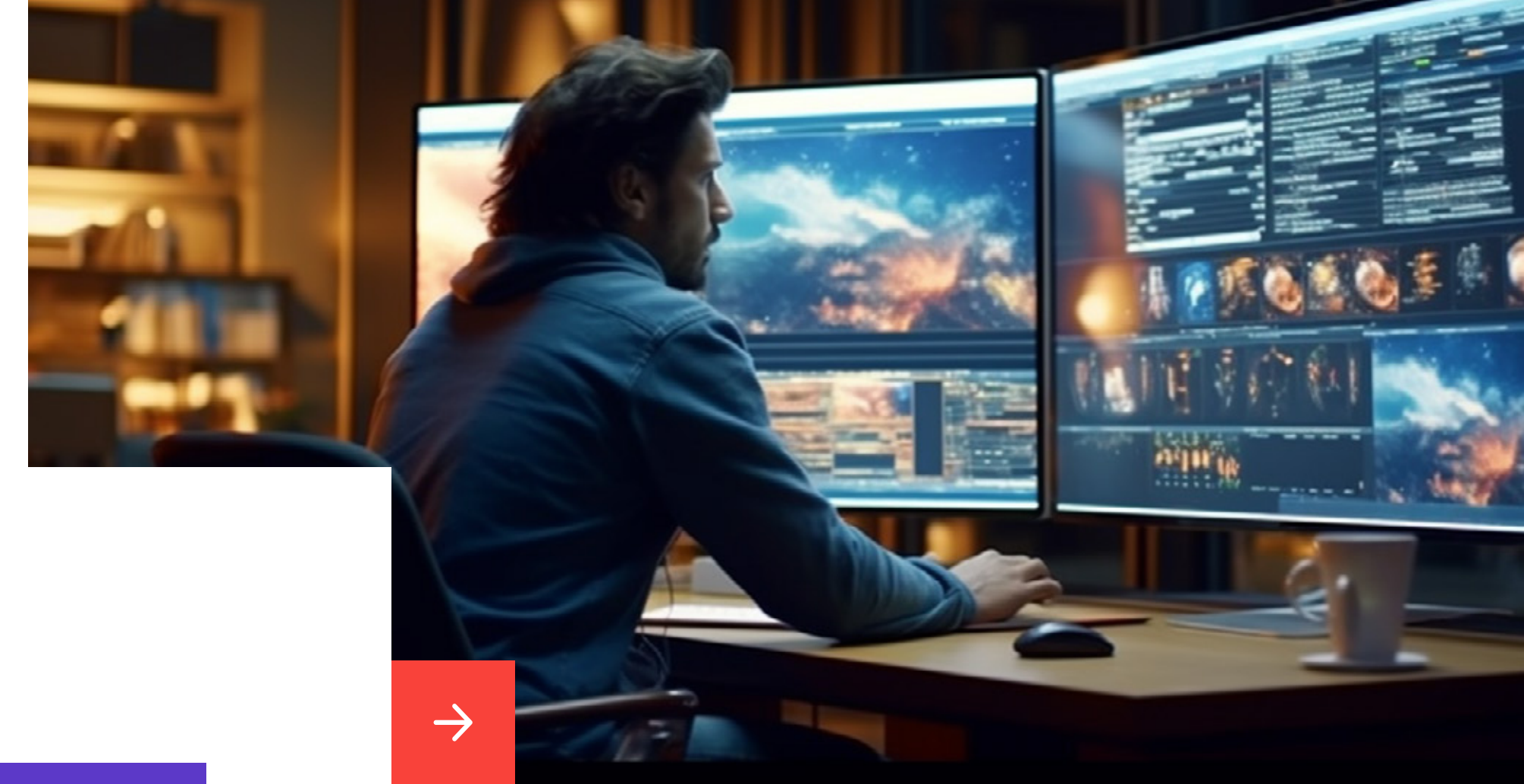
> → "We were hoping to find somebody that was willing to take this journey with us, develop for us as we go, and let us take advantage of developments that they may be doing for other customers. That's what we were able to find with Ateliere. The tool just gets stronger and stronger along the way." **- Gray Ainsworth, EVP of Technical Operations & Delivery, Lionsgate**

To move with speed, you need to connect the dots across traditional fragmented silos. Simply migrating your current systems and workflows to the cloud won't bring much gain to the organization, beyond an inflated cloud service provider bill. Rethinking which parts of your workflow and systems are necessary when evolving to scalable cloud services is an essential first step.

A successful supply chain in the cloud integrates each process and team, so that data flows smoothly delivering continued, uninterrupted content workflows and an exceptional customer experience. Cloud technologies provide the foundation for becoming more agile, collaborative, and customer focused.

We've said it before and we'll say it again: making the right cloud technology choices is key to the survival of your business.

CLOUD BENEFITS AT A GLANCE

A truly global, integrated supply chain in the cloud will introduce time and dollar savings through efficiency, help reduce churn, and increase overall profit. Deliver a better customer journey by integrating the business back-end and user experience front-end:

- **Connect operational islands** removing inefficient workflows and reducing costs.

- **Gather and analyze actionable data** to understand viewer habits for better recommendation strategies.

- **Gain a competitive advantage** by having a technology platform and infrastructure that enables your business to pivot quickly.

AVOID THE CLOUD OF CONFUSION

Not all solutions were born in the cloud. Many were developed on premises, with decades of code layered into the product.

- Many vendors take a "lift-and-shift" cloud migration approach to shortcut development and stay relevant.

- While they work in the cloud, they are not cloud-native, which prevents their workflows from realizing the full potential of speed and scale.

Cloud-native applications are designed to take full advantage of the inherent characteristics of cloud service providers, especially auto-scaling and low-cost compute usage only when needed.

> → As time goes on, **that technology debt will only grow**, putting a real dent in your ability to integrate modern methodologies and tools into your workflow. You may not be able to collaborate with partners or deliver your content and products as efficiently as your customers expect and your competitors offer.

Cloud-hosted solutions migrated from legacy on-premises platforms generally have higher overall costs than cloud-native solutions, as well as longer deployment, configuration, and maintenance times. With cloud-ported applications typically hosted in a Virtual Machine (VM) that requires compute resources to be running constantly, cloud infrastructure becomes very expensive, very quickly.

On the contrary, cloud-native solutions are designed to keep compute costs as low as possible by only consuming compute when the service is used. The same applies to auto-scaling: why leave additional instances of the application running when they aren't needed?
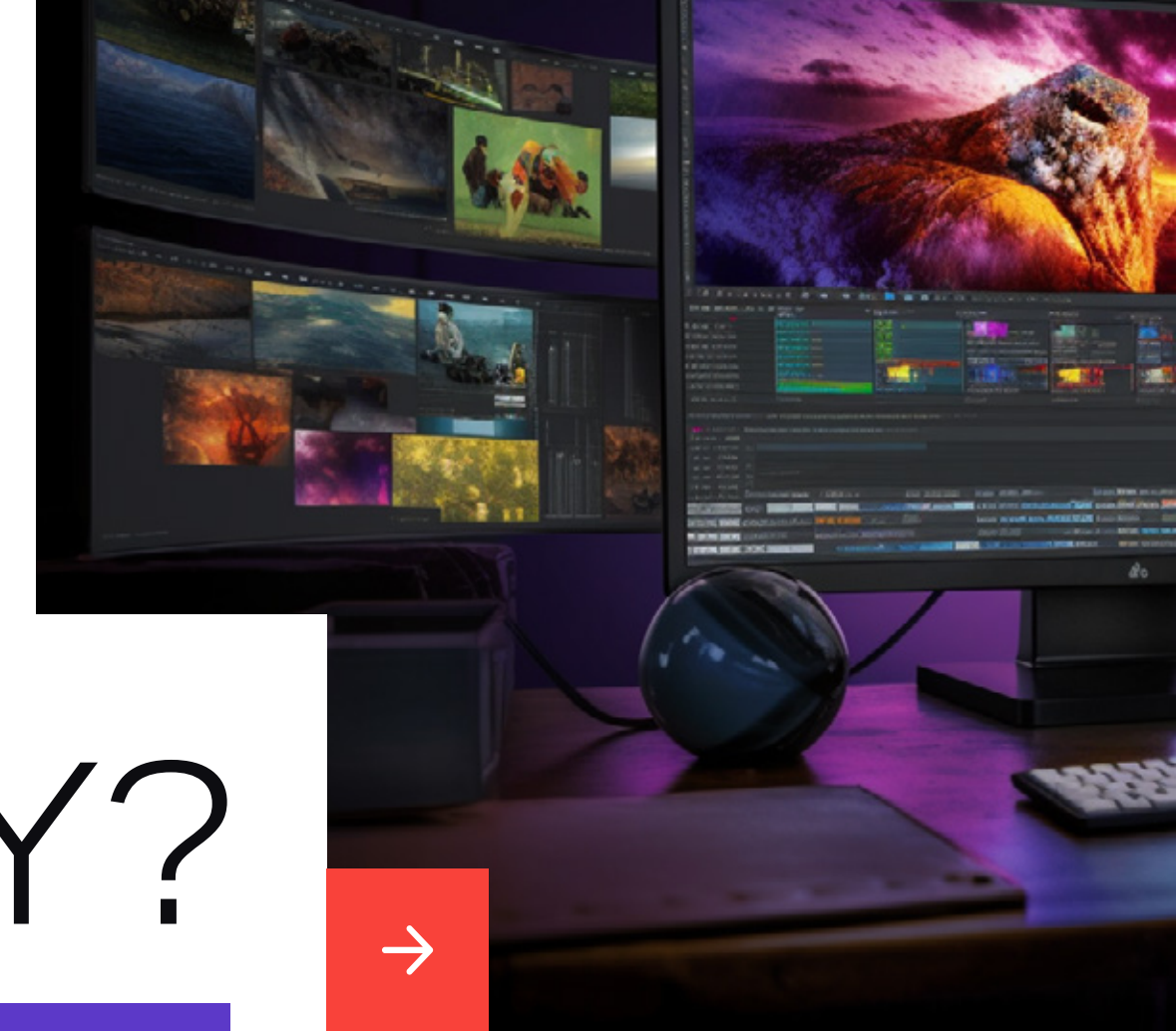
Cloud-native solutions provide significant advantages over legacy solutions ported into cloud-hosted environments.

Choosing the right technology partners with cloud-native solutions will enable your M&E business to **move fast, future proof your platform, and remain competitive**.

HOW DO YOU DEVELOP A CLOUD MIGRATION STRATEGY?

- Attempting to renew your content supply chain by investing in a lengthy, labor-intensive lift-and-shift project requiring dozens of new technical staff does not make sense.

  - Projects of this scale could take years to yield benefits, while market dynamics have no tolerance for multi-year, multi-million-dollar projects

  - By the end of your project, if indeed it is "ever complete", your competitors will have charged ahead!

- Trying to justify your own data center, plus associated overheads, and keep up, or (gasp!) compete, with the advancements in cloud services is not a wise business strategy. On the other hand, not leveraging cloud computing is a major liability.

A MORE EFFECTIVE APPROACH:

- Partner with a technology company with experience moving content supply chains natively to the cloud, with the right cloud infrastructure and integrations already in place to get you going quickly and efficiently.

- Workflows can be gradually transitioned and extended organically in the cloud in a way that serves immediate business needs first.

- Complete the **Worksheet** in the following section to understand what to plan ahead of moving your content supply chain to the cloud.

WORKSHEET: MOVING FROM ON-PREMISES TO CLOUD INFRASTRUCTURE

Ahead of migrating your content supply chain from an on-premises installation to an integrated cloud infrastructure, you'll need to consider:

1. **Consider your current workflow:**

   What are your organization's essential needs, and what systems are supporting them? Which functions of the existing systems are needed to best support the organization's priorities? What are your biggest pain points in the current workflow? Identify only the specific features that you need for streamlined operations in the cloud.

3. **Where's your metadata?**

   You'll be surprised to learn how often content does not have associated metadata – perhaps in a spreadsheet somewhere or lost through multiple storage generations. It pays to audit your metadata and be prepared to re-index your content – AI can greatly help with this.

2. **Where's your content today?**

   Often distributed across different physical locations, this is a time-consuming, logistical challenge. Whereas it takes time to centralize your content in the cloud, we work with our clients to apply automated migration strategies, based on content needs.

4. **How will you package it all together and distribute it efficiently?**

   Once you are clear about points 1, 2 and 3, you need to also consider your content providers, audience needs and business drivers.A strong partner has experience in the planning process and can recommend best practices for your transition to an integrated content supply chain in the cloud.

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MITIGATE CLOUD MIGRATION RISKS

Ateliere can provide your organization with best practices on secure, cloud-native media supply chain workflows, and how to integrate well with other systems.

Obviously, all this work needs to be done with ROI in mind: your investors and/or management will want quick results. **Accelerating your ability to produce and distribute more content, faster, on a global basis between hundreds of suppliers and media partners, is critical**.

The business will suffer if you cannot create an integrated content supply chain in a matter of weeks (rather than years). Leveraging the experience and

off-the-shelf tools offered by cloud service providers will save you time and money.

Imagine for a moment having to develop the integration for all your different vendor platforms in-house, versus deploying existing, proven APIs – hundreds of hours saved! As a technology team / leader your goal should be to prove ROI and its projection quickly and often, in terms of efficiency, output and dollars. A well-connected back end translates **into an enhanced customer experience**.

Refer **to chapter 3** for help working out the potential ROI of migrating your media supply chain to the cloud.

THE CLOUD SUSTAINABILITY CONUNDRUM

> → "Ateliere has been hyper-focused on developing groundbreaking innovations that consolidate media development, production and distribution practices within the entertainment industry, ultimately limiting costs, inefficiencies and risk, along with building more sustainable practices for content owners." Dan Goman, Founder & Chief Executive Officer, Ateliere

For any company leveraging technology as a considerable part of their business, sustainability should be more than just a buzzword. Global firms have a responsibility to look after future generations by operating in an environmentally and socially responsible manner.

As local government directives push compliance with a range of regulations, sustainability should be added to your list of outcomes and goals when looking to migrate your media supply chain to the

cloud. The Corporate Sustainability Reporting Directive (CSRD), for example, **will affect at least 10,000 companies worldwide.**

A cloud-native media supply chain platform, such as Ateliere Connect supports sustainability initiatives by efficiently using compute power required to store and process large, redundant media files.

Leveraging the cloud also has sustainability benefits over a local data center. Cloud service providers such as AWS can operate at massive scale, allowing them to set ambitious green targets, such as 100% renewable energy by 2025.

SELLING THE MOVE TO CLOUD TO YOUR CFO

Migrating from an on-premise configuration can no doubt help **future-proof your technology platforms**, but it will also require a change in financial model. It's a big shift technically and strategically for your company, and you'll have to work with **your Chief Financial Officer** to agree on the potential gains.

BENEFITS OF MIGRATING TO THE CLOUD THAT RESPOND TO MOST CFOS' CONCERNS

- **Transparency across media supply chain operations** thanks to the strategic use of data.

- **Enhanced collaboration and media management:** the cloud breaks operational silos, automates manual processes and brings the friction-free collaboration required to scale your business.

- **Leverage existing investments:** being able to monetize content libraries is key and **a media supply chain in the cloud** is the absolute best approach.

- **Bonus:** cloud infrastructure can put you on the path to sustainability. **Your CFO will be particularly interested in sustainability measures that make financial sense**.

However, running a media supply chain in the cloud blindly, without the right configuration and controls, can be very expensive. This is especially true in media and entertainment, where video files are large, and compute-intensive tasks like transcoding or QC in the cloud can blow the budget. **Overprovisioning and egress are the two areas where the cost of a media supply chain in the cloud can spiral out of control**.

At Ateliere we set out to develop a new paradigm for the industry with our **Ateliere Connect platform**, ensuring it was cloud native and CFO-approved! We can now bring our years of expertise implementing our own supply chain to provide your company with **best practices to keep cloud expenditure in check**.

Read on to chapter 3, to see how we can help you understand the potential ROI of moving your media supply chain to the cloud.

KEY TAKEAWAYS

- **Cloud's Strategic Role**: Cloud adoption is key for media companies to tackle challenges, enhance efficiency, and stay competitive.

- **Speed is Vital**: Cloud-native workflows empower adaptability in a fast-changing landscape; integration and optimization are crucial.

- **Quick Cloud Advantages**: Cloud solutions improve customer experience, data insights, agility, and cost-effectiveness.

- **Cloud-Native vs. Cloud-Ported**: Cloud-native solutions excel in scalability and competitiveness, unlike cloud-ported systems.

- **Efficient Cloud Strategy**: Partner with experienced cloud providers for fast, business-focused migration, saving time and costs.

- **Cloud's Sustainability**: Cloud-native platforms like Ateliere Connect are greener and align with responsible practices.

- **CFO Alignment for Success**: Moving to cloud involves financial model shifts; clear communication is vital for CFO support.

If you'd like to talk through any of these points or help completing your "Moving infrastructure" worksheet, reach out to sales@ateliere.com to set up a compromise-free discussion.

CHAPTER 3:

WORKING OUT YOUR ROI

IN THIS CHAPTER…

> WHAT'S COSTING YOU MONEY NOW?
> UNDERSTANDING POTENTIAL SAVINGS
> WHERE'S THE ROI COMING FROM?

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WORKING OUT YOUR ROI

So you internally agree that moving your organization's media supply chain to the cloud makes sense operationally and technically, but you need a clear picture of the potential financial return and savings.

And, as discussed earlier, you must present this clearly to get your **CFO's buy-in**.

Before we delve deeper into Return on Investment (ROI) calculations, remember two key areas to always keep in mind when implementing media workflows in the cloud:

Investing in **future-proof solutions**: Ensure that you choose a platform that can grow exponentially in the case of a merger or acquisition, or if your business growth expands into other countries or consumer offerings.

Moving from capital expenditure (CapEx) to operational expenditure (OpEx): Keep tabs on expense vs return. Results are quickly measured, so you can make quicker, more effective financial and strategic decisions.

At Ateliere we have worked with dozens of organizations, large and small, to help them realize their ROI when moving their media supply chain to the cloud. We have developed a set of tools that helped understand where costs were coming from in their initial state, and how much they can potentially save by modernizing their media workflows.
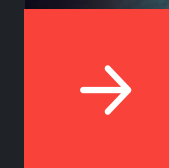
WHAT'S COSTING YOU MONEY NOW?

ANNUAL LICENSE SUPPORT FOR CURRENT MEDIA SUPPLY CHAIN TOOLS (USD $)	
• MEDIA ASSET MANAGEMENT (MAM)	$112,500
• TRANSCODERS	$56,000
• WORKFLOW ORCHESTRATION	$50,000
• AUTO QC	$35,000
• FILE TRANSFER ACCELERATION (E.G. ASPERA)	$50,000
MAINTENANCE OF SCRIPTS & WORKFLOWS	$230,000
MANUAL PROCESSES (1,000 HOURS/YR)	$200,000
ON-PREMISES STORAGE	$285,000
SERVERS / HOSTING COSTS (INCLUDING POWER & COOLING)	$300,000
TOTAL CURRENT ANNUAL COSTS	$1,318,500

Do you know the current state of your media supply chain operations and where money is being spent?

Having worked with media companies of all sizes, we have seen a set of commonalities that inhibit cost-effective operations.

Average industry baseline costs for a small-to-medium content owner migrating their entire catalog and associated media supply chain to the cloud. Adjust as needed.

WHAT'S COSTING YOU MONEY NOW?

Additionally, there are a number of workflows that rely on external technology and operations, and add up to your current costs:

- A lift-and-shift, non-native migration to the cloud can become very expensive very quickly due to overprovisioning, idle resources, and inefficient usage.

- Custom scripts that take unnecessary effort and investment to adapt or scale.

- Ongoing outsourcing of content packaging and delivery workflows to 3rd party vendors, who in turn deliver to the streaming service or retailer.

FUTURE STATE COSTS: UNDERSTANDING POTENTIAL SAVINGS

Once you work out where your media supply chain bleeds money, Ateliere can help you model the costs of running an efficient operation in the cloud with our detailed ROI calulator. The model leverages cloud scalability (pay only for what you use) and automation.

THIS IS HOW THE CALCULATOR WORKS:

- It takes into account your current annual license costs, including depreciation, where needed.

- It adds up the costs of a new, properly implemented Media Supply Chain in the cloud:

  - Subscription
  - Transcoding, QC, file transfer acceleration
  - Storage
  - AWS Infrastructure
  - Maintenance of package/ delivery templates

- It includes migration and implementation costs

- It looks at the possible cost reduction and projects it over a 36 month period.

- The Ateliere monthly cost includes running the previous solution in parallel until it is decommissioned.

Considering both the current state costs and the future state costs, we can clearly present potential savings, both in terms of Total Cost of Ownership and time reduction. On average, we've been able to save ~60% of current state costs, yearly, for our customers.

VALUE OF ATELIERE MEDIA SUPPLY CHAIN

COST SAVINGS TCO:

TIME TO ROI

69.8%
Reduction In Annual Operating Costs

9 Months to Positive Cash Flow

12 Months to show TCO Savings from Previous Solution

495%
3 Year Return on Ateliere Costs

Want to explore the potential savings that Ateliere can introduce to your current operational costs?

1. **Use our video deduplication calculator** to discover just how much you could save.

2. Reach out to **sales@ateliere.com** for an in-depth ROI analysis and workshop. It's free!

WHERE IS THE ROI COMING FROM?

The advantages of moving to a media supply chain in the cloud have been described throughout this guidebook.
Here's how a media supply chain in the cloud helps realize ROI through time and cost savings:

01 OPERATIONAL EFFICIENCIES

- **Elasticity & flexibility:** you only use, and pay for, what you need at any given point, without the need to overprovision for the worst case scenario. Spin services up or down as needed.
  - Cloud-native applications are designed to take full advantage of the inherent characteristics of cloud service providers, especially auto-scaling and low-cost compute usage only when needed.

- **Integration** between workflows and systems, saving manual hops and ensuring workflow jobs are completed as efficiently as possible.

- **Configurable media flow definitions** enable operational flexibility to adapt and change as the business dictates.

- **Enhanced internal and external communication** through a centralized platform that connects all teams.

- **Visibility** of operations, bottlenecks and inefficiencies that can be corrected.

- **Finding the right content** is quicker and easier.

- **Easily automate manual processes** that cause bottlenecks and delays.

- **Quicker delivery to market** from efficient packaging and distribution.

- **Streamlined and well organized content archives** that optimize monetization.

WHERE IS THE ROI COMING FROM?

02 COST SAVINGS

- **Lower storage cost** through **elimination of duplicates**, shrinking cloud storage footprint by 70% and more.

- **Native component-based workflows** bring in additional storage reductions and dramatically reduce manual versioning operations.

- **Simplified recipe-based packaging and delivery** through **no code/low code** workflow design, further reduces configuration and workflow maintenance time and professional services costs.

- **Replace costly custom script development** with a fit-for-purpose turnkey platform that doesn't require months of development by expensive professional services.

- **Predictive data analytics tools** give you an at-a-glance view of the data processed through your content operations based on very particular and industry-relevant KPIs, so that you can optimize operations and make better data-driven business decisions.

- **Reduced power consumption** vs on-premises implementations or inefficiently architected cloud deployments

- **Additional savings** from single source of truth for media catalog, eliminating time wastage looking through disorganized content and empowering content sales teams to offer relevant content to each buyer.

WHERE IS THE ROI COMING FROM?

03 NEW REVENUE OPPORTUNITIES

Time efficiencies and cost savings will enable the business to introduce new offerings and services, thus bringing in new revenue streams. For example:

- **Launching new viewer experiences** and diversifying your product portfolio across new regions.

- **Offering increased personalization** through new channels based on content preferences.

- **Reducing churn and increasing your audience levels** thanks to a better viewer experience.

These are just some of the ways that your business can thrive through a properly implemented media supply chain in the cloud like **Ateliere Connect**.

WHAT'S NEXT?

Would you like your operating costs to be true operating costs, scaling as your business does? If you're ready to optimize your operations and better manage your media supply chain expenditure, **Ateliere brings you practical tools and expertise**. We can help you gather the right data and plan the best strategy for migration.

Reach out to sales@ateliere.com to plan an ROI workshop to understand where you can implement cost and time savings through an efficient media supply chain in the cloud.
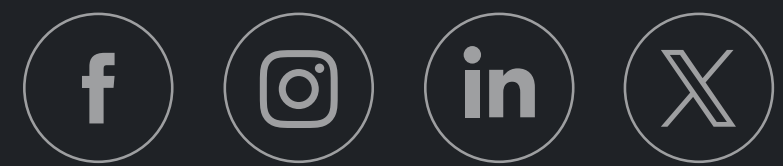
KEY TAKEAWAYS

- **ROI Clarity for Cloud Migration**: Understand the financial return on moving the media supply chain to the cloud to gain CFO support.

- **Cost Efficiency and Future-Proofing**: Choose scalable platforms for growth and shift from CapEx to OpEx for effective expense management.

- **Analyzing Current Costs**: Identify cost-drivers in your current media supply chain, including licenses, processes, and on-premises infrastructure.

- **Anticipating Future Savings**: Utilize our ROI calculator to project cloud-based media supply chain costs, incorporating subscription, storage, and infrastructure. Ateliere can save you around 60% of your annual operational costs.

- **ROI Sources in Cloud Migration**: Achieve ROI through operational efficiency, cost savings, and new revenue opportunities enabled by cloud-native solutions.

What are you waiting for?
Reach out to **sales@ateliere.com** to optimize your ROI today!

MEDIA MADE EASY

ateliere.com