

10 BENEFITS OF GRABYO CLOUD BASED PRODUCTION



SCALABLE USE, SCALABLE COSTS

Cloud-based video production services can be tailored to your specific needs. With horizontal scaling, set-ups can be brought up and down instantly, delivering more production instances, encoding power, ingest capacity, or altering stream resolution, quality, or available storage.

For large events or productions, you can increase your capabilities in the cloud for the duration of the event and then scale back down afterwards, only paying for what you use.



COLLABORATION

Collaborative workflows are possible in cloud environments without you and your team needing to occupy the same physical space.

The remote capabilities of a cloud workflow means that your team can collaborate from anywhere in the world. Not only does this streamline your production workflow, but reduces the need to transport people and equipment.



RELIABILITY

Industry-standard cloud practises are designed with redundancy in mind. Customers can build infrastructure across multiple regions and data centers to ensure no single point of failure brings the service down.

These services are also hosted in the cloud and available across every device, meaning that human error, power outages or machine failures will not result in interruption to live content output or loss of data.



SPEED TO MARKET

Speed matters on social platforms and cloud-based solutions allow digital teams to publish more video content rapidly, maximizing fan engagement.

A cloud-native workflow allows for collaboration to deliver content simultaneously across multiple platforms, allowing consumers to engage with content regardless of where they are.



CONNECTING WITH TALENT

A traditional production process requires talent and hardware to be in a fixed location at a certain time. This process can be even more complicated when a production is across multiple locations, sometimes in various countries and timezones.

Cloud-based production removes many of these obstacles when talent is working remotely. When producing broadcasts from multiple locations, cloud platforms can provide each guest with a simple way to contribute without any technical knowledge, and can allow you to work around busy schedules.

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UNLIMITED UPGRADE-CYCLE

Traditional hardware or software licenses only has a limited shelf life. You will usually need to overbuy capacity and then upgrade your production equipment on a regular basis to access the latest features, development, or technological upgrades.

In cloud services, features are released directly to the platform, available the next time you open your browser. There is no need to upgrade hardware, infrastructure, or production equipment at any time.

The open architecture design of cloud services also enables integration with other applications and services. This allows cloud platforms to offer additional services and quickly adapt to the needs of its users.



OPTIMIZE LOCALLY, ALIGN EVERYWHERE

The most successful digital publishers don't treat all platforms and content the same way, they optimize. Video optimization includes aspect-ratios, content formats and duration. On social platforms such as Tik Tok, videos can be no longer than 3 minutes. YouTube and Facebook are platforms for longer-form content, compilations and highlight packages.

Cloud-based working allows for digital teams to optimize their content in one dynamic workflow. Delivery is rapid, as modern cloud-based video tools have direct integrations with the major social, mobile and web-based platforms. Video creation is collaborative and publishers can localise video quickly for global distribution online. Delivering to various channels and managing assets in a centralized system ensures all content is on-brand and on-message.



SUSTAINABILITY

Cloud-based solutions can reduce production teams' carbon impact by reducing the need to transport equipment and personnel all over the world. It is now possible to send skeleton crews on-site, with production teams able to contribute from anywhere.



RESOURCE MANAGEMENT

Cloud-based tools are intuitive and easy to use, which can benefit both recruitment, skills development and resource management. Less specialised training is needed to master live and VOD production systems, as these platforms focus on customer-centric user interfaces.

The resources needed to manage cloud-based productions are much less intensive than traditional hardware based solutions. Where many services require dedicated operators with specific product knowledge and experience.



WORKING CULTURE

In addition to the technological benefits of cloud-based workflows, the culture of a company and working environment can be greatly enhanced. From improving work-life balance, to increased flexibility and creativity, and the ability to build more sustainable systems with reduced environmental impact.

Your team is able to work from anywhere in the world, at any time, on any connected device. This could be a home PC, company laptop or a personal smartphone.

The options for remote working have changed dramatically. From capturing a breaking news story in the field using a smartphone, or producing a live talk show using a laptop, or commentating on live sports from your own home.

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THANKS FOR READING!

See the benefits for yourself - we're here to help.

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