Is cloud only a matter of technology? Will new cloud business models be human-centric?

Muriel le Bellac – CEO

VIDEOMENTHE
Introduction

Muriel Le Bellac has a 100% audiovisual background. After spending 12 years with Snell & Wilcox (now Grass Valley) as Sales director, she decided in 2008 to launch her own company, Videomenthe.

Videomenthe is a French software publisher and distributor specializing in media file workflow solutions, including the transfer of IP-based files, transcoding farms, quality control and audio loudness etc. Videomenthe offers professional services based on these solutions and now incorporates them within the framework of Eolementhe©, the collaborative media tool box for content processing and delivery.

Its clients include major European broadcasting groups: France Télévisions, France 24, Adstream, M6, Trace TV, NRJ, NextRadioTV, GO TV, INA, Groupe Transatlantic, Ericsson, BCE and many others.
An uncertain future...

“Economies are growing but the fate of individual companies has never been more uncertain, and the window of opportunity is closing for many companies unprepared or unable to adapt to new market realities.”

Forrester/ 2018 Predictions

- Restructuration / acquisition
- Deterioration of some businesses
- Indecisive clients
- Human Resources stakes to be managed
- New technologies to be handled
“Business and technology leaders will continue to face rapidly accelerating technology innovation that will profoundly impact the way they engage with their workforce, collaborate with their partners, and create products and services for their customers,” said Mike J. Walker, research VP at Gartner
How to handle it?

“How 2018 will force actions to be done like dealing with digital transition keeping your identity, prevent from escalating churn and reinforce the CX” - Forrester / 2018 Predictions

Emphasize on Customer Experience quality

Drive Digital Transformation

- Digital Transformation
- Products
- Capabilities
- Platforms
- Marketing

- Workforce
- Practices
- Processes
- Talents

- Business
- Opportunity
- Strategy
- Disruption

Service Quality Efficiency Reliability Customer
Digital transformation is a key for the future

- Change the rules
- Has to be orchestrated by CEOs with the CIO and CMO
- Is not only about technology
Use the Cloud as a step to Digital Transformation?

Prerequisites: be aware of pros and cons of the cloud

- Specific use cases dedicated to cloud:
  - Back-up, Redundancy
  - Storage and Disaster recovery
  - Peaks of activity and special event
  - Short term delivery (elastic resources)
  - Quick deployment
- No more cost of operations and maintenance
- Cost flexibility (lower entry barriers)
- PAYG models
- Opex versus Capex

- Limited Control
- Security and technical HW constraints
- Reliant on Internet Connectivity
- Not always cost effective for recurrent daily processing
- Technical staff dispossessed of their own knowledge on premise installations
- Human resources affected
- Variable costs, - sometimes a surprise...!
- Opex versus Capex
Cloud usage: is ROI the only KPI?

Definitely not...it’s about something else
What about placing the human at the center?

By focusing on Digital Transformation

Use the best of technology and automation to let humans do what they are best at doing

Enhance collaboration

and Customer Experience

Involve your clients to get feedback

To reinvent new business models
And use the Cloud as a bridge between people

To offer a **collaborative** environment and improve the **content monetization**
Create a Humanized Cloud Platform
Use Case - Multilingual content with multi-users validation

1. Login to Cloud portal
2. Launch parallel STT workflows
3. Workflow Stop’n’Go
   Validation by remote freelance translators
4. Burn step
5. Delivery
Use Case – Collaboration between editorial & technical teams

1. Login to Cloud portal
2. Upload content
3. Workflow Stop’n’Go: collaborative work
4. Delivery of TX ready file
Use Case – Real Intelligence

1. Login to Cloud portal

2. Artificial Intelligence

3. Workflow Stop’n’Go

4. Workflow Stop’n’Go

5. Delivery to MAM & archive systems

Training step: users can check and add pictures to train and enhance the AI tool.
Organizations are no more longer siloed
Human-centric
Technology as a tool

We call it Real Intelligence
“Create new value scenarios by using people-centric technology options to find new ways to engage customers, employees and business partners.”

Gartner recommendations/ Top Strategic Predictions for 2018 and Beyond: Pace Yourself, for Sanity's Sake
Thank you!

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