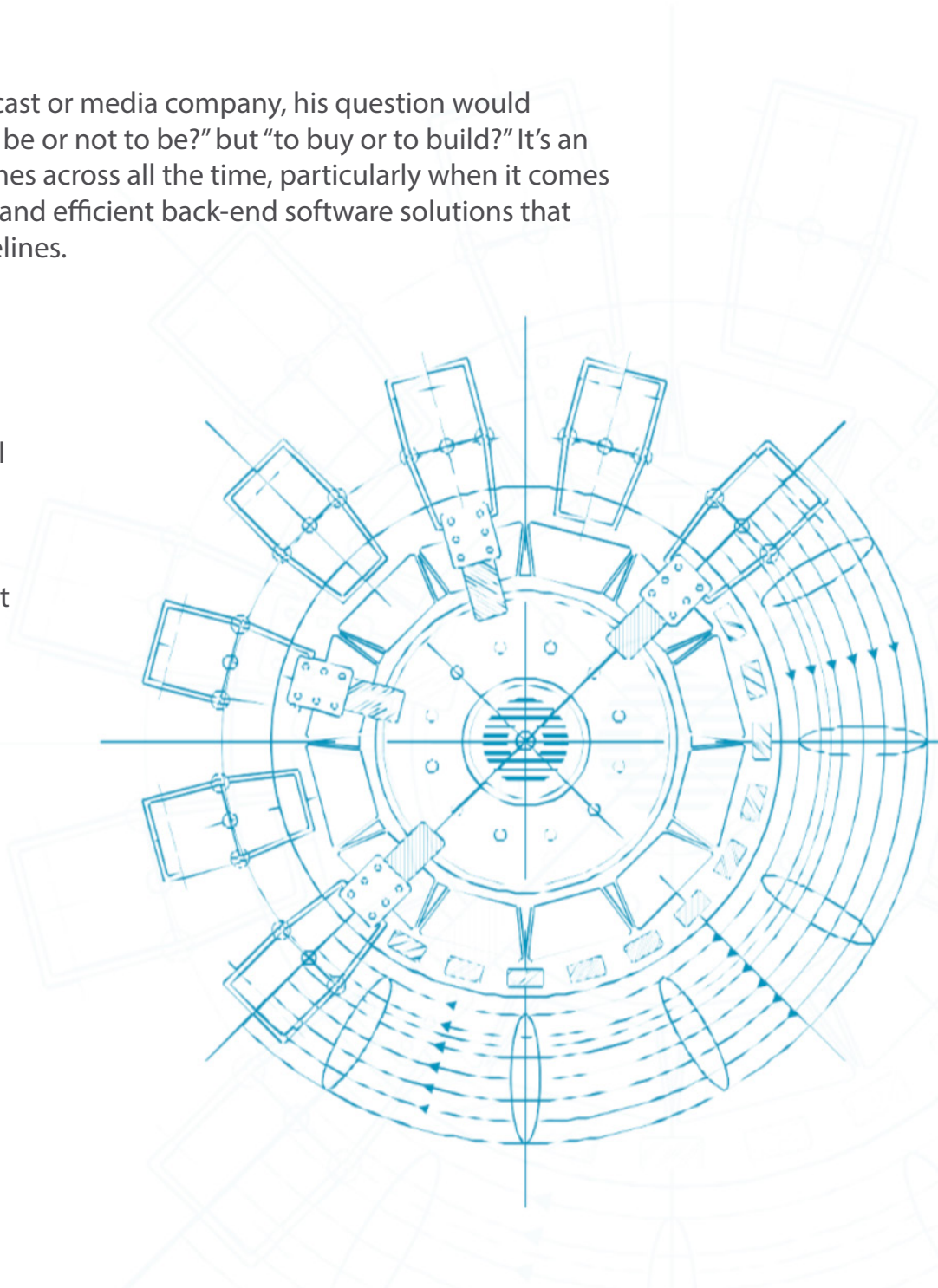


# To Buy or To Build Your Media Workflow Solution?

## Dalet Lets You Say “Yes” to Both

Were Hamlet a CTO for a broadcast or media company, his question would undoubtedly not have been “to be or not to be?” but “to buy or to build?” It’s an issue that the team at Dalet comes across all the time, particularly when it comes to implementing cost-effective and efficient back-end software solutions that manage media production pipelines.

We all know that both options are viable. We also know that both come with a long list of pros and cons; whichever direction you decide to take will inevitably involve a fair degree of compromise. An in-house solution may directly address your specific business needs but lacks ongoing support; a third-party solution may be cheaper and faster to build, but you won’t own the source code.



Would Hamlet, our fictional CTO, be suspicious if he came across a solution that laid claim to combining the pros of both, while negating many of the cons? Justifiably so. Yet that solution exists.

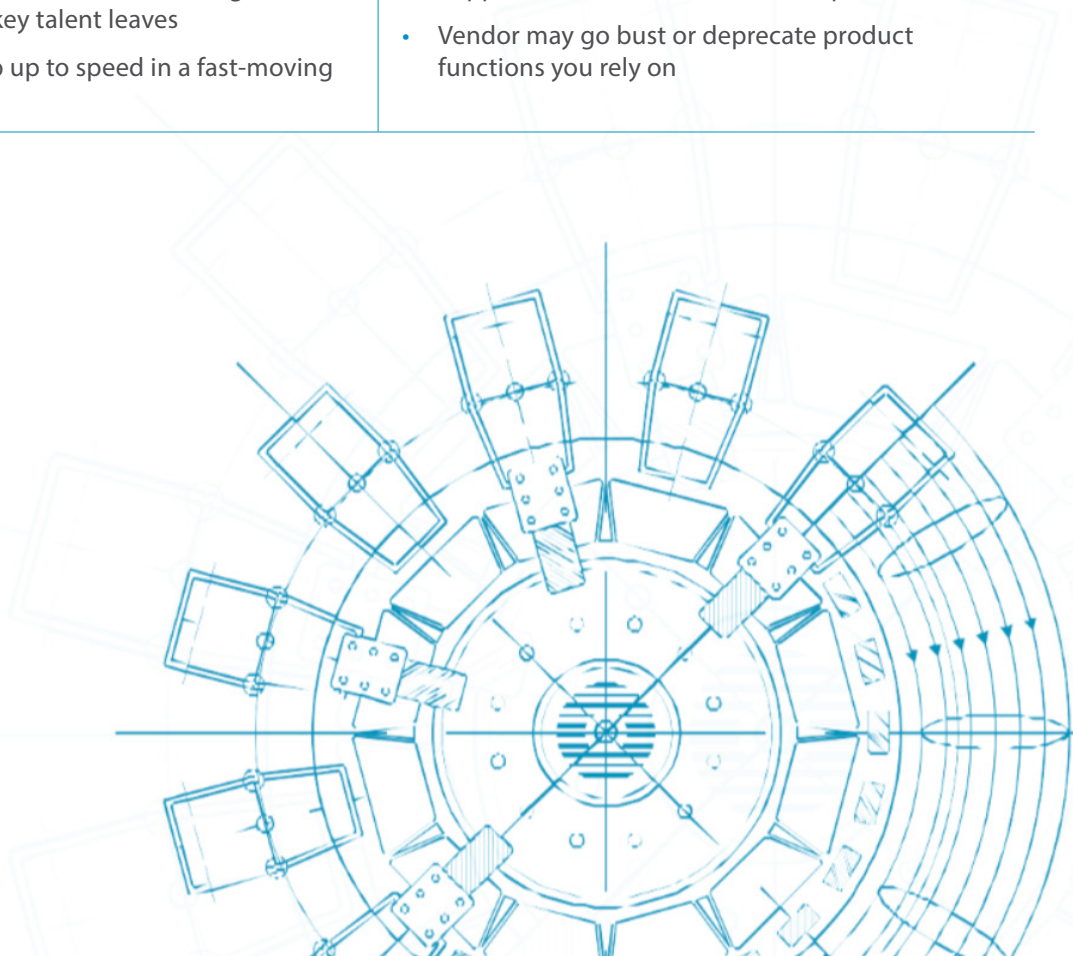
Over the course of this white paper we'll look at the compromises CTOs are required to make when choosing to buy or build a software toolset, and how they are addressed with one media logistics solution: the Ooyala Flex Media Platform, now part of Dalet.

The Ooyala Flex Media Platform is not a traditional CMS, MAM or DAM. It's a modularized media content creation, orchestration, and publishing platform that underlies your

existing technology, orchestrates your current workflows and streamlines your internal processes.

At its simplest, it is a customizable platform with 24/7 support, ongoing development and ~200 third-party plugins from AWS to Bitmovin, plus tight integrations to the wider Dalet product range such as Dalet AmberFin and Dalet Media Cortex. It's a platform with open B2B and B2C APIs, a platform your development team can build bespoke products on top of. It handles the back end so you can focus on what matters for your business. The Ooyala Flex Media Platform is as flexible as its name suggests. Buy the foundation, build your differentiators.

	BUILD IN-HOUSE	BUY THIRD-PARTY
PROS	<ul style="list-style-type: none"> <li>• Complete control of the process and final product</li> <li>• Tailor software to match your exact needs</li> <li>• Integrates directly with your existing processes</li> <li>• Retain ultimate control of the source code</li> </ul>	<ul style="list-style-type: none"> <li>• Typically cheaper and gets you to market faster</li> <li>• Ongoing support available</li> <li>• Typically built to a much higher standard by experts in their field</li> <li>• Constant product improvements; future-proofed</li> </ul>
CONS	<ul style="list-style-type: none"> <li>• Takes time and money to scope out and build</li> <li>• Time spent building solution is time not spent on business-critical projects</li> <li>• Perpetual support can be a challenge, particularly if key talent leaves</li> <li>• Harder to keep up to speed in a fast-moving market</li> </ul>	<ul style="list-style-type: none"> <li>• May not address your specific needs</li> <li>• Requires workarounds and changes to your internal processes</li> <li>• Support can be less available than promised</li> <li>• Vendor may go bust or deprecate product functions you rely on</li> </ul>



## ADDRESSING THE COMPROMISES OF A TYPICAL THIRD-PARTY SOLUTION

### Compromise 1: Buying an inflexible solution

Flexibility is often the first thing lost with external solutions. Third-party products typically include wasted features that are not relevant to your business needs but still need to be bought. You may also be forced to adjust existing workflows and processes to accommodate their business logic.

The situation is reversed with the Ooyala Flex Media Platform. It's modular, so our customers buy only the exact modules they require to handle their bespoke workflows — workflows that respond to their business logic, not ours. No two customers have implemented the exact same solution.

For many customers with global teams, or with teams working on different types of video content, the flexible approach can really help. Different content may require different workflows, or multiple metadata definitions, and Ooyala Flex can handle this in a straightforward way. In this respect it behaves exactly like an in-house

product, adjusting to your existing systems, workflows and processes and responding to, and automating, your specific business logic.

This exact fit stems from a few strengths. The first is Ooyala Flex's 200+ plugins and integrations. The next are our open APIs, SDKs and ability to develop custom scripting (either by your developers or our professional services team).

Our library of plugins and integrations covers almost every major tool in the market, from Adobe products like, Premiere Pro and Experience Manager, to cloud storage solutions like AWS or Microsoft Azure and OTT publishing tools like Bitmovin. The library evolves constantly as we respond to customer requests and market developments, meaning the Platform can easily integrate and manage all existing and future requirements.

Every new integration we develop is immediately made available to our entire customer base. Our open APIs, both for B2B and B2C integrations, and SDKs make it easy for your development teams (or, indeed, a third party development team of your choice) to create your own scripts or bespoke tools on top of the Ooyala Flex foundation. These scripts and tools fit your own business logic and remain your intellectual property.

The customizability extends to the UI. The UIs for our main modules like OoyalaMAM and OoyalaREVIEW are powered by the main Ooyala Flex API and can be modified through configuration and user profiles. Customers can also build their own UIs to accommodate local languages, business practices or internal branding.

Our plugin library combined with our APIs and SDKs mean Ooyala Flex slots in with your existing technology setup.

It has a custom UI, just like an in-house solution. In a way, the platform behaves like a software development team you have hired to handle the nitty-gritty, day-to-day aspects of the business — one with expertise in job management systems, workflow systems etc. It's a dynamic software team that can:

- Engineer your less business-critical elements
- Work well when you're resource-rich or resource poor
- Integrate with transcoders and other tools
- Manage assets like a pro

All of this frees up your developers to focus on building your key business differentiators rather than reinventing the wheel. (Just think what you may have missed out on while they were doing so!)

### Case in Point

A major post-production house routinely works with global brands on their advertising campaigns. Each campaign has a complex metadata structure that includes the parent company, the brand, the campaign and the execution. Add in version control and you have a typically complex media metadata challenge. Rather than re-deploy their existing development team, the post-production company brought in Ooyala Flex to streamline their awkward quality control and transcoding processes, allowing their internal development team to focus on metadata management instead. They configured Ooyala Flex to meet their exact needs and requirements, then built their own software on top to handle their complex metadata requirements. As a result, post-production project delivery times were reduced by 85% through automating workflows and eliminating human errors and redundancy.

### Compromise 2: Inflexibility means a limited shelf life

All too often we talk to companies who have built or bought what appears to be the ideal media workflow solution, only to discover it doesn't fit their exact business needs at the time of purchase and it hasn't been able to keep up with their changing needs as the market evolves. Worse still, some have even had to adapt their existing workflows to fit in with the limited scope of the solution they first bought or built. Due to its flexibility, modular approach and vast plugin library, the Ooyala Flex Media Platform doesn't have these issues. Think of it as a "forever MAM."

Other third-party solutions remain static throughout the license period and can't change as your business needs evolve. The Ooyala Flex Media Platform can grow and adapt alongside your business. If you swap out one software solution for another, the platform is likely to support it (and if not, we can provide an integration in a short space of time); if you decide



to move to a cloud-based solution, the Ooyala Flex Media Platform has been cloud-native for over a decade; if you need to import assets from a new location, or syndicate assets to a new location, the platform can support it — no need for your developers to write new code. Ooyala Flex workflows and functionality can extend to other operational areas such as marketing and finance without new code or costly new tools. This is out-of-the-box functionality within the platform.

### Compromise 3: Vendor's financial viability

Third-party software is often built by small, independent firms that could go bust over the course of your contract. On the other hand, Dalet has been an industry-leading solutions provider for over 30 years and we have built long-term client relationships along the way. A second source of long-term viability comes from the breadth of what we do: our solutions run from ideation and production, through to post-production and all the way to distribution, syndication and archiving.

## ADDRESSING THE COMPROMISES OF AN IN-HOUSE SOLUTION

### Compromise 1: Lack of internal skills

In-house solutions require in-house knowledge and expertise. While your business may well have a development team, they will likely be focused on existing business issues. They may not even have the skills required for the project you have in mind. At Dalet, our 400-strong team includes over 100 developers who are focused on building software solutions; very few of our customers have a development team of that size. Everything we develop is written, built and documented to an exceptionally high standard by developers with a wealth of experience in media workflow solutions.

Our broad client base includes broadcasters, platform operators, production studios, post-production studios, digital media companies, sports teams and leagues and major corporations from all over the world. The breadth of our customer base means our delivery teams have implemented dozens of solutions that address very similar needs to your own. Unlike your internal team, that tends to only be exposed to your product, our team learns from our customers and can suggest and implement industry best practice. Our team fully understands the requirements associated with delivering content across multiple platforms, quickly and efficiently, even with lean resources.

### Compromise 2: Lack of support

Ongoing product support is often ignored or forgotten when solutions are built in-house. Often they're not properly documented and rely too heavily on the continued employment of key personnel — leading to disaster if said personnel leave. Hiring an internal support team adds significant costs to any in-house solution. However, failure

to do so means that developers spend time on support rather than developing new features and functionalities.

This isn't the case with the Ooyala Flex Media Platform on your side. A global support team, available 24/7 from our 19 locations worldwide, sits alongside our development team. We can offer as much or as little professional service support and training as the customer needs; we'll deal with products, extensions or integrations that cannot be handled internally. In our experience, the level of support we offer doesn't necessarily directly correlate to the technical expertise of the customer — even customers with a large, experienced internal development team often chose a full Remote Environment Management service as we have the expertise to monitor a solution in a cost effective manner. All customers benefit from full training and an introduction to our APIs and SDKs, which are all [well documented](#).

### Compromise 3: Slow GTM strategy

In-house solutions inevitably take longer to build than initially planned. Our sizeable support and professional services teams, combined with our Product Marketing team, means that we keep up to date with industry trends and have a rapid go-to-market strategy. Ooyala Flex can be ready to go live in a matter of weeks. The size and expertise of our in-house team means that new plugins and workflows can be deployed rapidly, with best practices and recommendations brought in from previous deployments.

## Case in Point

A leading EMEA broadcaster approached Dalet with a critical challenge. They had just bought the live rights to a top-tier sports competition, but the rights owner had imposed a condition of ownership: they were required to prepare and syndicate at least 40 clips per games round to over 50 international license holders. The timescales were very tight, too. Each clip required up to 30 different video renditions and 9 different image sizes to meet all the international partners' requirements; furthermore, each international license partner should only be able to access the clips they had paid for. Ooyala Flex was up to the challenge. Our customer placed the finished clips into an AWS S3 location. From there the clips were automatically transcoded and distributed to the license partners using Aspera, FTP and the Ooyala Flex user interface. The whole process took a matter of minutes and each clip was available to each international partner within the very strict SLAs imposed by the rights owner. The team at Dalet built the solution in just six weeks, far quicker than the internal team would have been able to do.

#### Compromise 4: In-house costs tend to spiral

In-house solutions are typically priced on their build cost. But since most internal builders lack experience in this sort of project, deadlines (and costs) have a tendency to spiral out of control. Furthermore, little thought is given to maintenance costs; it's expensive to build and maintain a bespoke solution with bespoke code.

In contrast, Dalet's pricing policies offer security and stability. The Ooyala Flex Media Platform is available in both perpetual and subscription pricing, giving you the financial control that you require. We offer a different pricing levels depending on your specific volume and complexity, so there's no need to buy a full external solution for a discrete job to be done. Our pricing mix provides flexibility for your investment, allowing you to offset the product as either OpEx or CapEx.

One of the main benefits of any third-party solution is that costs are spread across the provider's entire client base, making any solution far cheaper than if it were built in-house. Due to Dalet's sizeable client base, your required solution has often already been implemented elsewhere — and is now available off-the-shelf at off-the-shelf prices.

We understand that our solution often depends on return-on-investment calculations. We have conducted these for many of our customers and have a wealth of experience in this area. Our calculations typically examine your current operations and clearly demonstrate how Ooyala Flex can reduce costs and increase productivity, releasing users to focus on new projects.

#### Compromise 5: Lack of future-proofing, partnerships and innovation

Often in-house software development teams are too focused on day-to-day tasks and so lack the time and bandwidth to keep on top of the latest trends and developments. This manifests itself in software that slowly falls behind current best practices and technologies. Bringing an in-house solution up to speed quickly becomes too costly and risky. The Ooyala Flex Media Platform, follows latest industry technology advancements, it's microservices based and is regularly updated with security requirements thanks to its monthly release cycle. Our development team is constantly keeping up with the latest technologies and best practices; our market is too competitive for us to stand still. Our solution architects continually evaluate the market and bring in new infrastructure and services.

We work with **best-in-class partners** around the globe to enhance our offerings.



[www.dalet.com/platforms/ooyala-flex](http://www.dalet.com/platforms/ooyala-flex) [contact@dalet.com](mailto:contact@dalet.com)

Now part of Dalet, Ooyala's flexible and configurable content supply chain platform resolves the multi-platform delivery needs of today's content creators and distributors.

The Ooyala Flex Media Platform has become the media factory of choice for innovative content owners worldwide. It orchestrates thousands of video workflows, manages assets and metadata across multiple systems, and analyzes bottlenecks within the entire content supply chain. The Platform utilizes open APIs to integrate with existing systems to provide a single source of truth for media, entertainment and sports companies.

For more information, visit [www.dalet.com](http://www.dalet.com). For inquiries, contact us at [www.dalet.com/contact-us](http://www.dalet.com/contact-us)

## CONCLUSION

If you're worried, like CTO Hamlet, about "slings and arrows of outrageous fortune," Dalet can help.

Businesses today face a plethora of inter-connected technology decisions which affect their long-term performance. These decisions often come down to the eternal question of whether to buy a third-party solution or build one in-house. If CTO Hamlet were to adopt the Ooyala Flex Media Platform as the foundational core on which to build his video technology solution, he would incorporate all of the pros of buying and building, while successfully avoiding the cons compromises. He would:

- Gain the ability to deploy his own bespoke UI and model ever changing business processes, models and rules
- Allow his internal development team to focus on their core competencies while outsourcing the rest to Ooyala Flex
- Benefit from Ooyala Flex's superb documentation, open B2B and B2C APIs and SDKs
- Be safe in the knowledge that our support team is available 24/7
- Take advantage of a quick go-to-market strategy, combined with financial predictability
- Know that the Ooyala Flex Media Platform is future-proofed, as part of Dalet's lineup, and relied on by some of the biggest names in global media, entertainment and business

With the Ooyala Flex Media Platform, our customers can significantly reduce their video content production and distribution times.

Get in touch if you would like to do the same.