

**Objective:** Address ACME's concerns about fully utilizing their AWS commit while demonstrating the value of Qencode's solutions to support cost control, technical flexibility, and strategic growth.

## Addressing Cost Concerns and Storage Optimization



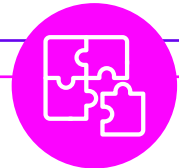
### Key Insights:

- Acme is focused on optimizing storage and delivery costs due to high data volumes, especially with multiple video resolutions.
- Their AWS commit offsets some expenses, but they remain cautious about incurring costs outside their allocated resources.

### Strategy:

- **Customized Cost Analysis:** Offer a detailed cost analysis showing how Qencode's **Per-Title Encoding** can reduce bandwidth and storage requirements by approximately 60%, directly translating to cost savings on video storage and delivery. Position Qencode as a cost-efficient, flexible alternative that allows Acme to maintain high quality while minimizing expenses.
- **Multi-Resolution Storage Flexibility:** Emphasize that Qencode's **S3-compatible storage** can store multiple video resolutions efficiently and integrates seamlessly with Acme AWS-based infrastructure. This can reduce dependency on AWS-specific storage features while still leveraging AWS credits where it aligns with cost-saving goals.
- **Introductory Trial on Cost-Saving Features:** Provide a trial period focused on features like Auto-Subtitles or Incremental Adaptive Bitrate (ABR), which could enhance user experience and drive down data usage further, at no additional cost to Acme during the trial.

## Offering Technical Flexibility and Compatibility Solutions



### Key Insights:

- Acme is concerned about compatibility across device types, especially with older devices, which makes them cautious about committing to formats that may limit user access.
- AWS's rigid cost and technical structures may restrict Acme ability to adopt custom strategies for compression and compatibility.

### Strategy:

- **Device Compatibility Assurance:** Highlight Qencode's broad encoding options, compatible with both older and newer device formats, without sacrificing compression benefits. Offer customized support to help Acme implement Qencode's AI-driven encoding optimized for cross-device compatibility.
- **Incremental ABR for Dynamic Compression:** Emphasize Incremental ABR as a way to maintain high quality while dynamically adjusting bitrate, improving viewing experiences on diverse devices. This feature provides a balance of efficiency and compatibility, adapting compression levels based on device specifications.
- **Support for Diverse Codec and Encoding Standards:** Reassure Acme that Qencode offers a flexible codec portfolio that can be fine-tuned per their specifications, avoiding AWS's more fixed approach. Position Qencode as a partner that allows customizability without compromising on quality or cost, offering compression benefits. Offer customized support to help Acme implement Qencode's AI-driven encoding optimized for cross-device compatibility.

# Engagement Plan for Acme



## Mitigating Vendor Lock-In Concerns

### Key Insights:

- Acme has expressed concerns about AWS vendor lock-in, particularly regarding AWS's CDN and S3, which might limit flexibility in future negotiations.

### Strategy:

- **Highlight Qencode's S3-Compatible Storage and Integrated CDN:** Position Qencode as a solution that integrates seamlessly with AWS infrastructure but also offers multi-cloud flexibility. Emphasize that Qencode's built-in CDN reduces reliance on AWS's CDN, providing Acme with the flexibility to avoid deepening vendor lock-in.
- **Scalability and Transition Path:** If Acme eventually seeks a multi-cloud setup, demonstrate how Qencode's encoding and CDN solutions can support gradual transitions to other cloud environments. This approach keeps Acme agile, allowing them to optimize costs while maintaining flexibility to negotiate with AWS or other vendors.
- **Multi-Vendor Ecosystem Demonstrations:** Arrange a demonstration showing Qencode's compatibility with alternative cloud vendors, helping Acme envision a setup that leverages AWS where beneficial but allows for cost-effective alternatives.



## Facilitating Organizational Alignment

### Key Insights:

- Acme organizational structure divides product, engineering, and platform teams, complicating decision-making around fully leveraging AWS commit.

### Strategy:

- **Cross-Team Workshops:** Offer a series of workshops designed to align product, engineering, and platform teams around the benefits of Qencode's flexible and cost-effective solutions. Use these sessions to address technical questions, cost breakdowns, and hands-on demonstrations tailored to each team's concerns.
- **Quarterly Business Reviews (QBRs):** Implement QBRs with top management and engineering stakeholders, offering clear, data-driven insights on cost savings, compatibility, and technical performance improvements from Qencode's solutions. This process will keep all departments aligned on the value derived from Qencode's offerings.
- **Tailored Onboarding and Dedicated Support:** Assign a dedicated Qencode contact to work with Acme teams and provide documentation tailored to their specific workflows, ensuring seamless onboarding and support across departments.



## Supporting Content Moderation and Market Expansion Goals

### Key Insights:

- Acme is considering expanding into new markets with safer content and exploring advanced content moderation, potentially needing tools that are not AWS-centric.

### Strategy:

- **Emphasize Qencode's Versatile Content Moderation Tools:** Position Qencode as a platform that supports content moderation with features like Auto-Subtitles and customizable metadata options, enabling Acme to manage and moderate content more effectively as they expand into new markets.
- **Highlight Non-AWS-Centric Moderation Features:** Showcase Qencode's flexibility to work with other content moderation tools and platforms that may be better suited to their expanded content strategy. This gives Acme the freedom to choose specialized tools without vendor restrictions.
- **Case Study for Market Expansion:** Provide a case study of a similar customer using Qencode for both cost control and content moderation, illustrating how Qencode's adaptable approach can support Acme market diversification goals.



# Engagement Plan for Acme



## Clarifying AWS Marketplace Alignment and Maximizing Commit Use

### Key Insights:

- Acme is unsure about the AWS Marketplace's role in fully leveraging their AWS commit, creating hesitation in adopting additional AWS services.

### Strategy:

- **AWS Marketplace Navigation and Strategy Session:** Host a session specifically focused on AWS Marketplace navigation and strategies to maximize commit usage, including private offers. Help Acme understand how to offset costs with AWS credits while benefiting from Qencode's AWS-compatible solutions.
- **AWS Credit Optimization:** Develop a plan that details which AWS-compatible Qencode features (e.g., S3-compatible storage, CDN) can directly leverage AWS credits. Provide a cost-saving analysis showing how Acme can utilize these credits efficiently while still adhering to their cost-optimization goals.
- **AWS-Aligned Features as Stepping Stones:** Position Qencode's AWS-compatible offerings as a way to gradually leverage AWS commits without increasing dependency. This allows Acme to strategically offset costs without being bound to a vendor-centric approach

### Conclusion and Action Plan

By implementing the above strategies, Qencode can address Acme core concerns while positioning itself as a flexible, cost-effective partner that adapts to their technical, organizational, and strategic needs. The approach should emphasize Qencode's strengths in cost control, technical compatibility, and vendor flexibility, aligning each solution to Acme unique priorities.

### Immediate Next Steps:

1. **Schedule a Cross-Team Workshop** to address the cost savings, compatibility, and vendor lock-in concerns.
2. **Offer a Trial Period on Targeted Features** (Auto-Subtitles, Incremental ABR) to demonstrate cost efficiency and content compatibility benefits.
3. **Plan a QBR Session** to show data-driven insights and set the stage for ongoing collaboration across Acme departments.
4. **Organize a Marketplace Strategy Session** to clarify AWS Marketplace benefits and commit optimization opportunities.

By following this plan, Qencode can become Acme preferred partner for scalable, cost-effective, and flexible video solutions that support their evolving content and business objectives.

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