

Qencode Expansion Sales Support & Engagement Plan by CloudAtlas

Tag Mango

- **Objective:** Maximize Tag Mango's AWS Marketplace utilization and deepen their usage of Qencode features like Auto-Subtitles.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Outline key talking points on how Auto-Subtitles can enhance their influencer content and leverage AWS credits effectively. Emphasize Qencode's flexibility in aligning with their AWS commitment.
 - **Sales Call Execution:** Attend calls to provide strategic insights on AWS Marketplace advantages, addressing any technical concerns Tag Mango has about managing AWS credits.
 - **Proposal and Deal Structuring:** Develop a custom private offer that includes Auto-Subtitles with credit optimization to use their AWS Marketplace funds, reducing out-of-pocket costs.
 - **AWS Co-Sell Engagement:** Engage AWS reps to reinforce the benefits of Tag Mango using their credits with Qencode, potentially facilitating AWS-provided incentives.
 - **Post-Sales Follow-up:** Provide follow-up materials on AWS Marketplace strategies, and set up quarterly reviews to evaluate their usage and suggest optimizations.
- **New Activities Needed:**
 - **AWS Credits Optimization Workshop:** Host a workshop for Tag Mango's team on leveraging AWS credits with Qencode, creating clarity on maximizing their commit usage.

VideoElephant

- **Objective:** Position Qencode as an end-to-end solution for VideoElephant's encoding, AI, and CMS needs, fostering long-term reliance.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Highlight competitive positioning on Qencode's ability to handle diverse video quality needs with Per-Title Encoding and CMS integration.
 - **Sales Call Execution:** Offer direct competitive insights and demonstrate Qencode's comprehensive support for AI-driven encoding and CMS integration.
 - **Proposal and Deal Structuring:** Structure a bundled package for encoding, CMS, and AI features, making Qencode a one-stop platform for their growing content needs.
 - **Competitive Advantage Communications:** Provide documents detailing Qencode's performance for content aggregators, showing how it outperforms multi-vendor setups.
 - **Private Offer and Close Support:** Facilitate the purchasing process, structuring a custom offer with CMS functionality and AI feature access.
 - **Customer Reference Case Studies:** Share case studies from similar content-heavy customers to validate Qencode's strengths in content aggregation and scalability.
- **New Activities Needed:**
 - **Customized Demo Session:** Organize an in-depth demo for VideoElephant's team, showcasing Qencode's AI and CMS features in real-time.

Sardius Media

- **Objective:** Transition Sardius from free to paid Qencode services and become their primary video platform, reducing reliance on Bitmovin.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Prepare talking points emphasizing Qencode's reliability and cost savings compared to Bitmovin, especially given Sardius's monthly spend.
 - **Sales Call Execution:** Support calls by highlighting specific cost benefits and reliability gains Sardius could achieve by consolidating on Qencode.
 - **Proposal and Deal Structuring:** Create a customized offer that monetizes previously free services while providing a discount to transition more usage to Qencode.
 - **Post-Sales Follow-up:** Schedule ongoing check-ins to monitor satisfaction and support Sardius's shift from Bitmovin.
- **New Activities Needed:**
 - **Transition Support Program:** Develop a tailored transition program for Sardius to shift services to Qencode seamlessly, reducing service interruptions.

Immerss

- **Objective:** Re-engage Immerss, leveraging Incremental ABR to align with their quality and bandwidth needs for online yoga classes.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Develop insights on Incremental ABR's benefits, tailored to Immerss's need for cost-efficient, quality content delivery.
 - **Sales Call Execution:** Participate in calls to understand their drop in usage and address concerns about Incremental ABR's impact on viewer experience.
 - **Proposal and Deal Structuring:** Offer a trial period for Incremental ABR, giving Immerss time to assess its performance benefits without long-term commitment.
 - **Post-Sales Follow-up:** Schedule a follow-up meeting to evaluate ABR's impact and explore further needs they may have for fitness streaming.
- **New Activities Needed:**
 - **Usage Decline Analysis:** Conduct a usage analysis session with Immerss to identify and resolve any pain points that led to the drop in usage.



Stunner Media

- **Objective:** Support Stunner Media's growth while positioning Qencode's scalable, non-AWS-dependent options to accommodate their acquisition-heavy model.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Emphasize Qencode's scalability and customization options, especially beneficial for Stunner's acquisition-based growth.
 - **Sales Call Execution:** Highlight how Qencode's features like Auto-Subtitles and customizable settings support efficient scaling.
 - **Proposal and Deal Structuring:** Structure a flexible proposal without AWS dependence, demonstrating Qencode's adaptability to Stunner's dynamic growth model.
 - **Customer Reference Case Studies:** Provide case studies from other rapidly growing platforms to validate Qencode's scalability.
 - **Success Feedback Loop:** Capture feedback on Stunner's experience to refine Qencode's offerings for similar fast-growing platforms.
- **New Activities Needed:**
- **Growth Alignment Session:** Offer an alignment session with Stunner Media's stakeholders to explore Qencode's potential in supporting future acquisitions.

TeamXStream

- **Objective:** Encourage TeamXStream to increase engagement with Per-Title Encoding while managing their grandfathered discount pricing sensitively.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Prepare insights on the specific benefits of high-quality encoding for sports clips, positioning Qencode as essential for TeamXStream's content needs.
 - **Sales Call Execution:** Highlight Per-Title Encoding's value and approach pricing cautiously to respect their historical discount.
 - **Proposal and Deal Structuring:** Create a value-focused proposal that justifies increased investment by demonstrating how Qencode enhances video quality.
 - **Competitive Advantage Communications:** Share comparisons showing how Qencode improves sports clip delivery compared to self-serve solutions.
 - **Post-Sales Follow-up:** Schedule a quarterly check-in to review usage and further discuss any additional feature needs.
- **New Activities Needed:**
 - **Custom Encoding Demo:** Organize a demo session focusing on Per-Title Encoding's value for high-motion sports content, demonstrating improvements over current setups.



FloSports

- **Objective:** Expand FloSports' use of Incremental ABR and Subtitles to enhance quality and user experience.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Prepare to discuss the benefits of Incremental ABR and Subtitles, especially for maintaining quality with live sports events.
 - **Sales Call Execution:** Provide strategic insights on how these features can stabilize and enhance their current content streaming.
 - **Proposal and Deal Structuring:** Develop a proposal highlighting cost-efficient feature additions like Incremental ABR to support live events without significant budget increases.
 - **Customer Reference Case Studies:** Share success stories from similar platforms benefiting from ABR to build confidence in the solution's effectiveness.
- **New Activities Needed:**
- **Live Event Optimization Workshop:** Conduct a workshop specifically on using ABR and Subtitles for live sports, guiding FloSports on feature adoption.

Goot

- **Objective:** Increase Goot's usage of Qencode by introducing multi-resolution encoding and exploring AWS credits to optimize costs.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Prepare key points on the benefits of multi-resolution encoding for educational content, emphasizing enhanced viewing quality across different devices.
 - **Sales Call Execution:** Highlight how AWS credits can make multi-resolution encoding cost-effective, showing Goot the added value without significantly impacting their budget.
 - **Proposal and Deal Structuring:** Develop a proposal that incorporates AWS Marketplace credits for multi-resolution encoding, making it an attractive upgrade.
 - **Competitive Advantage Communications:** Share comparisons showing the educational benefits of high-resolution content to support user engagement and retention.
- **New Activities Needed:**
 - **Educational Platform Workshop:** Conduct a session specifically on Qencode's solutions for educational platforms, including AWS credit optimization and encoding strategies for LMS providers.



Ikonik

- **Objective:** Expand Ikonik's engagement with Qencode by leveraging advanced encoding features, despite no longer using AWS.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Focus on the benefits of Qencode's Per-Title Encoding and Auto-Generated Subtitles, relevant to Ikonik's CDN and content delivery needs.
 - **Sales Call Execution:** Address Ikonik's requirements for CDN scalability, positioning Qencode as a flexible option that integrates well with their non-AWS setup.
 - **Proposal and Deal Structuring:** Develop a proposal centered around Per-Title Encoding and Subtitles, highlighting benefits in video quality and audience accessibility.
 - **Customer Reference Case Studies:** Share case studies showcasing Qencode's CDN support for content delivery, demonstrating its effectiveness with or without AWS.
- **New Activities Needed:**
 - **CDN Integration Training:** Offer a training session for Ikonik's team on integrating Qencode's advanced encoding with their existing CDN, ensuring seamless implementation.

Mavtek

- **Objective:** Encourage Mavtek to expand its use of Qencode for short-form, subscription-based adult content by showcasing tailored features like Per-Title Encoding.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Highlight the cost savings and quality improvements of Per-Title Encoding for subscription-based content, emphasizing compatibility with Mavtek's model.
 - **Sales Call Execution:** Address Mavtek's concerns around compatibility and flexibility by demonstrating Qencode's customizable encoding options.
 - **Proposal and Deal Structuring:** Structure a package that bundles Auto-Subtitles and Per-Title Encoding, positioning Qencode as an ideal partner for Mavtek's content strategy.
 - **Success Feedback Loop:** Capture insights from Mavtek's experience to refine features that are particularly impactful for subscription-based platforms.
- **New Activities Needed:**
 - **Subscription Platform Case Study:** Develop and share a case study demonstrating how Qencode supports content scalability and cost control, specifically for subscription models.

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MorphX

- **Objective:** Introduce Incremental ABR and Auto-Subtitles to MorphX, enhancing video quality for their news and podcast content.
- **Sales Support Plan:**
 - **Sales Call Preparation:** Emphasize Incremental ABR's ability to improve viewing experiences on different devices and reduce bandwidth needs for MorphX's news and podcast segments.
 - **Sales Call Execution:** Provide competitive insights on the benefits of ABR for podcast and news streaming, positioning Qencode as a cost-effective quality solution.
 - **Proposal and Deal Structuring:** Develop a proposal with Incremental ABR and Auto-Subtitles, ensuring MorphX gains content quality without significant cost increases.
 - **Competitive Advantage Communications:** Share insights on ABR's benefits for diverse device compatibility, which is particularly valuable for news and podcast content.
- **New Activities Needed:**
 - **News and Podcast Optimization Session:** Host a session for MorphX on optimizing news and podcast streaming using ABR, explaining how Qencode's solution can enhance their offerings.

Lower-Priority Customer Support Plan

The remaining customers (VirtualHP, Peergrade, Boksi, Unite Live, 5TUL, SinParty, Monroe Library) have been categorized as lower priority based on usage patterns, engagement levels, and expansion potential. However, CloudAtlas will still provide targeted support to ensure Qencode can capture any future growth opportunities that arise.

1. VirtualHP (LMS Platform)

- **Objective:** Re-engage by showcasing the benefits of Qencode for LMS content, especially as usage has been in decline.
- **Sales Support Plan:** Share materials on Qencode's Auto-Subtitles for LMS platforms, with an emphasis on accessibility and user engagement.

2. Peergrade (LMS Platform)

- **Objective:** Understand usage declines and explore potential re-engagement.
- **Sales Support Plan:** Prepare insights on storage and Auto-Subtitles, targeting cost-effective solutions for educational platforms with varied content needs.

3. Boksi (General Platform)

- **Objective:** Explore opportunities to streamline Boksi's workflow with Qencode.
- **Sales Support Plan:** Provide materials on Per-Title Encoding and Auto-Subtitles as a way to simplify their operations and improve quality.

4. Unite Live (General Video Platform)

- **Objective:** Re-engage if new needs align with Qencode's solutions.
- **Sales Support Plan:** Schedule a follow-up to identify any latent needs for video quality enhancement or efficiency tools like ABR.

5. 5TUL (General Video Platform)

- **Objective:** Limited engagement unless new requirements align with Qencode's features.
- **Sales Support Plan:** Monitor for any new usage spikes or needs that could justify re-engagement.



6. SinParty (Adult Content Platform)

- **Objective:** Address declining usage by showcasing Qencode's bandwidth-saving features.
- **Sales Support Plan:** Highlight Per-Title Encoding and Auto-Subtitles as effective tools for high-quality, low-cost video streaming.

7. Monroe Library (Library/Community Resource)

- **Objective:** Promote accessibility features like Auto-Subtitles for library video services.
- **Sales Support Plan:** Offer Qencode's Auto-Subtitles as a solution to enhance video accessibility, especially relevant to public libraries.

General Sales Support and Reporting for All Customers

Across all customers, CloudAtlas offers:

- **Sales Call Preparation and Execution:** Prepare and attend all relevant calls with tailored talking points, focusing on each customer's specific needs and Qencode's competitive advantages.
- **Proposal and Deal Structuring:** Craft personalized offers, incorporating private offers, AWS Marketplace incentives, or customized features to maximize each customer's value.
- **Competitive Advantage Communications:** Share case studies, success stories, and industry insights that validate Qencode's strengths.
- **AWS Co-sell Engagement:** Align with AWS for co-sell opportunities where applicable, leveraging AWS resources to support Qencode's strategic positioning.
- **Post-Sales Follow-up and Success Feedback:** Set regular follow-up intervals to monitor satisfaction, ensure timely responses, and gather insights for refining sales strategies.

