

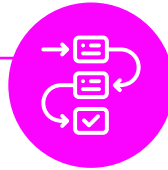
Qencode stands out as a leading, all-in-one video management solution, offering advanced encoding, storage, and content delivery capabilities within a single integrated platform. Designed for video-centric businesses such as LMS providers, influencer platforms, and streaming services, Qencode's approach combines cost efficiency, workflow simplification, and AI-driven encoding innovation, setting it apart from competitors like Mux, Bitmovin, and Amazon Elastic Transcoder.

## Core Differentiators



### AI-Driven Per-Title Encoding:

Qencode's AI-driven per-title encoding adjusts settings for each video, optimizing quality while reducing bandwidth costs by up to 60%. This feature is essential for organizations with extensive video libraries or high-volume streaming needs, such as LMS providers or influencer platforms, where consistent quality at reduced cost drives engagement and profitability.



### Integrated S3-Compatible Media Storage:

With S3-compatible media storage built directly into the platform, Qencode enables seamless media management without the need for third-party services. This functionality simplifies workflows and minimizes costs, making it especially valuable for businesses seeking efficiency in video handling.



### Built-in Global CDN:

Qencode's integrated CDN ensures fast, reliable, and scalable video delivery without additional setup, contrasting with competitors that require separate CDN solutions. This built-in CDN streamlines operations and eliminates potential points of failure, enhancing viewer experience for high-demand video services like sports streaming or educational platforms.

### Transparent and Competitive Pricing:

Qencode's straightforward pricing model includes a \$25 credit for new users, providing budget predictability and accessibility for cost-conscious businesses. Unlike competitors that may require quotes or custom pricing, Qencode's transparency supports customers in their budgeting and financial planning.

### Developer-Centric SDK Support:

With SDKs available in multiple programming languages (e.g., NodeJS, PHP, Python, .NET, Java), Qencode makes integration easy for developers working on custom applications. This support is particularly beneficial for LMS providers and influencer networks that require flexible, developer-friendly options for implementing video functionalities.

# Qencode Value Proposition

## Targeted Personas and Customer-Specific Strategies

### 1. Existing Customers (Account Expansion):

- **Opportunity:** Many current customers may be unaware of Qencode's advanced features like automatic resolution adjustments or AWS Marketplace integration, both of which can enhance cost efficiency and ease of use.
- **Messaging Strategy:** Through Quarterly Business Reviews (QBRs), showcase how leveraging Qencode's advanced features can yield additional savings and operational benefits. Personalized onboarding and AWS Marketplace support can help existing customers use their cloud budgets effectively and maximize their current investments in Qencode.

### 2. Competitor Customers (Conversion Strategy):

- **Opportunity:** Target customers using Mux, Bitmovin, or Amazon Elastic Transcoder by showcasing Qencode's unique cost-saving and performance-enhancing features.
- **Messaging Strategy:** Launch targeted comparison campaigns, such as "Why Qencode Over Mux?" to highlight the benefits of Qencode's per-title encoding and AWS alignment. Offer trial incentives and customized demos to demonstrate Qencode's advantages, converting prospects who are looking to cut costs and simplify video infrastructure.

### 3. Video-Centric Companies (High Video Usage):

- **Opportunity:** For companies heavily reliant on video, like LMS platforms, sports streaming services, or influencer sites, Qencode offers scalable and cost-effective solutions that improve delivery and reduce overhead.
- **Messaging Strategy:** Emphasize Qencode's per-title encoding for significant cost savings, integrated media storage for simplified workflows, and CDN for seamless video delivery. Use industry-specific case studies, whitepapers, and direct demonstrations to validate Qencode's value in reducing complexity and driving high-quality content at scale.

## Leveraging AWS Marketplace for Expansion

1. **Simplified Procurement and AWS Credit Utilization:** Qencode's availability on AWS Marketplace streamlines procurement and enables AWS-based customers to utilize their AWS credits, aligning with existing infrastructure and budgeting goals. This compatibility makes Qencode an ideal solution for AWS-centric businesses looking to maximize cloud budgets while simplifying procurement processes.
2. **Co-marketing with AWS:** Collaborate with AWS for co-marketing initiatives, improving visibility among companies within the AWS ecosystem who are searching for cost-effective, high-performance video solutions.

## Unique Technical Features and Workflow Simplification

1. **All-in-One Solution for Media Management:** By integrating encoding, storage, and a global CDN, Qencode eliminates the need for multiple vendors, reducing the complexity of media workflows. This simplification is especially advantageous for video-centric companies that handle high volumes of content and value streamlined operations.
2. **Developer-Friendly with Extensive SDKs:** Qencode's SDKs allow for rapid integration across various programming environments, making it easy for technical teams to adopt without extensive infrastructure changes. This developer-centered approach enhances efficiency and is particularly appealing for companies with in-house development teams focused on flexibility and control.



# Qencode Value Proposition

## Actionable Steps to Drive Account Expansion and Conversion

- 1. Quarterly Business Reviews (QBRs):** Conduct regular QBRs with existing customers to demonstrate advanced features they may not yet be using. Highlight potential cost savings from features like automatic resolution adjustments, and identify areas where Qencode can add value based on customer feedback and usage patterns.
- 2. Persona-Specific Campaigns and Webinars:** Create campaigns and host webinars tailored to specific industries, such as educational platforms or influencer networks. Share case studies and whitepapers detailing real-world outcomes from Qencode customers in similar segments, emphasizing the operational and cost advantages Qencode provides.
- 3. Competitor Comparison Content:** Develop and distribute comparison guides or articles that clearly articulate Qencode's competitive advantages over solutions like Mux, Bitmovin, and Elastic Transcoder. Target companies interested in cutting costs and simplifying their video infrastructure.
- 4. Direct Outreach and AWS Marketplace Incentives:** Utilize personalized outreach campaigns that include AWS credit incentives or free trial offers, encouraging potential customers to experience Qencode firsthand. This approach appeals to companies exploring budget-friendly video solutions with no long-term commitment requirements.

## Continuous Improvement and Customer Feedback

- 1. Customer Feedback Loop:** Establish a consistent feedback mechanism to gather insights from AWS and current customers, helping refine Qencode's offerings. This continuous feedback will inform updates to Qencode's product roadmap and marketing strategies based on real customer needs and preferences.
- 2. Case Study and Success Story Development:** Collect success stories and case studies from high-value segments like LMS providers or sports streaming companies to validate Qencode's effectiveness for similar potential customers. These narratives can strengthen Qencode's competitive positioning by showcasing its tangible impact on customer operations and bottom lines.

Qencode's comprehensive platform, with its unique AI-driven encoding, integrated CDN and storage, transparent pricing, and developer-friendly support, positions it as a powerful solution for companies looking to streamline video operations and reduce costs. By targeting high-value personas, leveraging AWS Marketplace, and continuously refining its offerings, Qencode can deliver sustained value to both current and new customers, building a foundation for long-term growth and industry leadership.

