



yellaUmbrella

Business Case Examples

Handling the peaks and troughs of demand in a fast-changing market

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V1.0



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1. Services

Yella Umbrella offer a wide range of localisation authoring and media file handling tools.

Stellar provides a full set of user tools for authoring, editing and reviewing subtitles, captions, audio description, transcriptions and other timed text metadata. **Nebula** provides tools for automated media handling including inserting or extracting DVB, Teletext, and SCTE-27 subtitles, 608/708 Closed captions as well as Audio Description and Spoken Subtitles in all file formats including MXF, SMPTE435M and MPEG variants. See our web site for more details www.yellaumbrella.tv

2. Executive summary

Scaling your business to meet a fluctuating demand is always a challenge, especially when market is volatile both in volume and ever-changing technical requirements. Reducing lead times and downward price pressures only add to the challenge.

Cloud based services have promised much but can be difficult to access and a bit impersonal to use with poor support. However, a service that was tailored to your needs and backed up by expertise and with a flexible charging model has advantages. By improving productivity and scalability with a payment model that is based only on usage and with no long-term contracts you can have the benefits of a bespoke system without the up-front costs and ongoing support commitment.

With no capital cost, no long-term commitment and a charging model that matches your workload the Yella Umbrella solution is different.

3. Problem statement

Any business has a limit to its ability to service its customers' demands. This can be caused by the capacity of machinery or equipment to produce the required output, limits in funding the raw materials or increasingly in a service based business by the availability of skilled staff to do the work and the capacity of software systems they need.

When the work load is intermittent with bursts of higher demand there are real challenges for any business.

For a business handling media processing and localisation, the peaks in demand can result from new channel or service launches, the release of a new series or even whole box sets or just signing up a new client.

3. Analysis of the situation

Deciding how to scale your business is always a challenge and even more so in a fast changing market with new technologies and fast turn-around requirements. You don't want to add too much fixed cost in terms of staff, equipment or software systems if they're going to stand idle for much of the time, yet you need to be able to service the peaks in demand too. The last thing you want to do is turn away business!



4. Solution options

Hiring freelancers and other temporary workers or outsourcing to other businesses are options but they need to be managed and provided with suitable tools to do the work. Outsourcing to potential competitors is never a comfortable option.

By automating as many of the processes as possible you can increase productivity and so handle the peaks with fewer staff. However, with rapidly changing demands and technologies creating these automated systems is a significant technical challenge that requires considerable investment and specialist in-house expertise. It is also a never ending task to maintain with new standards, requirements and file formats appearing at an ever increasing rate.

5. Solution description

Stellar provides a full set of user tools for authoring, editing and reviewing subtitles, captions, audio description, transcriptions and other timed text metadata. Stellar runs in a browser and on Windows, Mac and Linux machines making it simple to distribute to freelancers, but by using a local server it provides the speed and responsiveness of a standard PC application.

Nebula provides increased automation and improved productivity in media handling. If as many of the processes as possible can be automated and your skilled staff can focus on the other areas that need their expertise you can get the best outcome with the lowest cost.

Yella Umbrella provide Cloud Based tools and services that are tailored to your exact requirements but you only pay for what you use. Backed up by industry leading expertise and a flexible design that can be configured for your workflows and requirements Yella Umbrella offers an ideal solution.

A comprehensive web based dashboard gives you full visibility of all work in progress and pipelines. With the option to integrate into your internal workflow systems you will always have visibility and control of your workflows.

6. Cost-benefit analysis

Capital expenditure

There is no up-front cost with Yella Umbrella (except possible setup costs to interface into your workflow systems). You don't buy the software and you don't pay for any functionality that you don't need as happens with many large software systems.

Staffing costs

We provide support as part of the service and it's included in the price.

Operational costs

You only pay for what you use, either per file, per user per day, or for a capacity over an agreed period. You can scale up or down or stop using the service at any time.

Your costs scale to match the workload, scale up for the peaks, scale down during normal demand and stop altogether over the holidays!

Management overheads

Unlike work outsourced to a third party you always have visibility and control over the processes so reducing management time and uncertainty, giving you confidence that deadlines will be met.



7. Recommendation

By using Yella Umbrella's solutions with the option to integrate into your internal workflow tools you can get the best of both worlds. An automated system configured for your specific needs that you don't have to design and where you only pay for the output you need. With no capital expenditure and no new staffing costs you can improve productivity and automate out the complex media file handling processes. You will have access to world leading expertise in the specialist fields of content localisation, access services and media file and localisation formats without having to build this expertise in-house.

Yella Umbrella's Nebula and Stellar solutions allow you to take on more business by meeting peaks in demand with confidence while reducing costs and improving productivity.

Contact Us:

Sales@yellaumbrella.tv

www.yellaumbrella.tv