

Ask the expert - Dave Euson

Technical Account Manager - Dalet

In this interview, Dave Euson, Technical Account Manager at Dalet, explains just how easy it is to migrate your workflow to the cloud.

Q1 You have many years experience in pre-sales and solution architecture. What's different now compared to even just a few years ago?

A1 We have been talking about it for years but now cloud really makes sense. Cloud is now the main way consumers are watching content, so the industry needs to change too. Some customers are testing the water as others are fully diving in. Dalet is here to help both.

Q2 Migration of workflows to the cloud still scares some users thinking about complexity and management of their projects. Is it still so hard even now?

A2 It can be! It doesn't have to be, but it really depends on the tools you use! In AmberFin, all the tools and profiles you are currently using on prem can be used in the cloud or cloud hybrid. This includes basic transcoding or introducing complex frame conversions with tools like FrameFormer. It also means porting over all the packaging and distribution features of the AmberFin Workflow engine.

Q3 Isn't a cloud workflow going to be expensive for many customers?

A3 Quite the opposite. Cloud gives you control. Cloud workflows give you the freedom to rent transcode nodes on demand. In the broadcasting and post production world, The amount of resources your transcoding solutions need can be seasonal. The cloud gives you the ability to rent what you need when you need it. It's like calling in backup on demand when you are running out of transcoding nodes. AmberFin gives you the choice to use AmberFin's Public Cloud or bring your own VPC environment.

If you'd like to know more about Dalet, please visit <https://www.dalet.com/>

and to use InSync's FrameFormer motion compensated standards conversion within Dalet AmberFin Cloud Transcoder Service, please visit <https://www.dalet.com/products/amberfin/>

Contact

E: enquiries@insync.tv

T: +44 (0) 1730 264555

Web : www.insync.tv

www.linkedin.com/company/insync-technology-ltd

