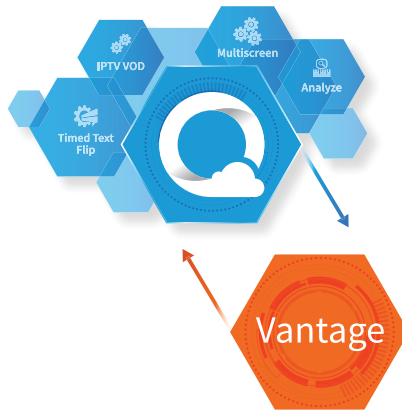


Vantage Cloud

Product Sheet



Vantage Cloud

Power of Vantage. Simplicity of SaaS.

With Vantage Cloud, users can seamlessly execute Vantage workflow actions in the Cloud – paying only for cloud processing without the need for additional licenses, infrastructure, orchestration, or applications

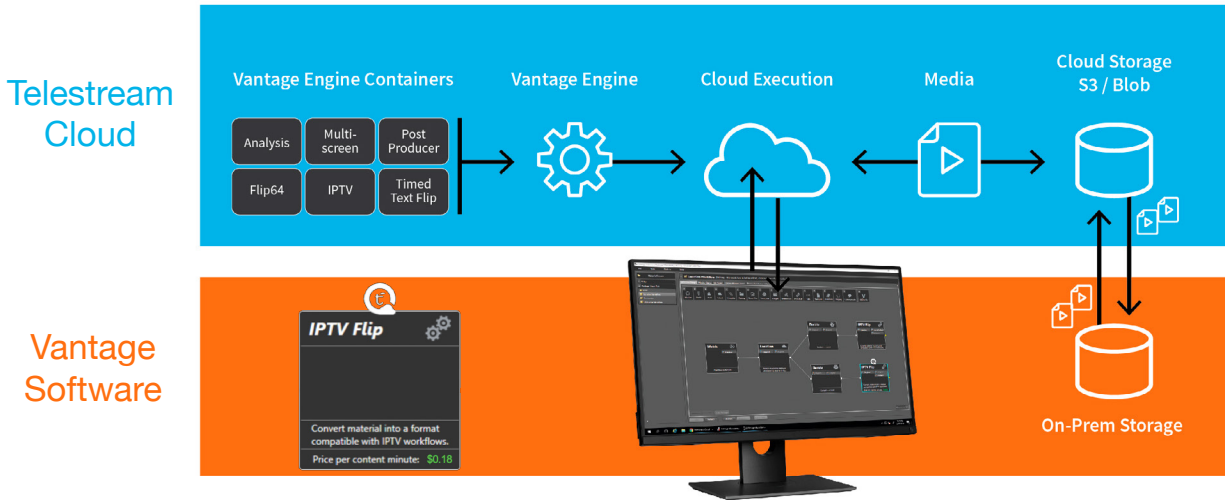
Introduction

It's no secret that some media companies are rapidly adopting cloud solution for media processing. The cost-effective agility of hyper-scale cloud allows technology dollars to go further and be more tightly correlated to revenue. A growing number of options exist for processing media in the cloud, but none of them provide the world-class breadth of application-specific transcoding and workflow orchestration found in Vantage.

Enter Vantage Cloud., an industry first approach that couples the mature, feature-rich Vantage platform integrated with best-in-breed cloud processing management of Telestream Cloud, giving you flexible, hybrid media processing workflows.

Vantage Cloud outcomes at a glance

- Free up your powerful editing workstations from performing non-creative tasks – even for remote workflows.
- Critical business continuity & disaster recovery issues are solved by Vantage Cloud.
- Vantage workflows can automatically “follow the media,” using cloud processes when and where it make sense.
- Vantage Cloud supports hybrid deployments of appliance, virtualized and cloud, using proven best-of-breed Vantage technology.
- As media files are orchestrated, Vantage Cloud automatically provides intelligent and efficient management of cloud storage, avoiding egress fees and providing operational efficiencies that are easily monitored.
- Workflows can be made to burst in peak demand situations – you're ready for worst case workload without constant over provisioning. Consumption based pricing protects your bottom line.
- Proven partner integrations that have made Vantage the industry standard are now available in a flexible hybrid cloud offering.
- With the Vantage Cloud Hosted Workflows option, Vantage workflows can be exported and run completely in the cloud. There is no dependence on Vantage systems running on the ground.



SaaS, IaaS, Hybrid – you can have it your way

Telestream has deep cloud and hybrid experience, with SaaS solutions on its Telestream Cloud site, and powerful Vantage offerings on-premise and in the cloud via support for IaaS and diverse virtualized environments. With Vantage Cloud, as a Vantage user you can create powerful workflows that extend flexibly into the cloud with ease in just a few clicks, using all the tools you're already familiar with. Using proven solid technology that extends Vantage with your choice of cloud services (including AWS, Azure and Google) you can:

- Build upon Vantage resources you already have
- Add cloud processing to any workflow, instantly
- Modify cloud-enabled workflows at anytime, using the tools you already know
- Scale Vantage throughput rapidly
- Pay for extra capacity only when you need it

Cloud Workflows can include Vantage services that are unavailable or unlicensed in the local domain

Vantage users can ease into the cloud – a hybrid approach is a natural next step for existing systems.

- Because it's Vantage, you own & control your workflows.
- Workflow Designer resides on infrastructure, but some or all media processing can be in the cloud.
- Workflows deploy into the cloud using containerized micro services with transcoding engines identical to on-prem services. Telestream Cloud orchestrates services and ensures visibility.

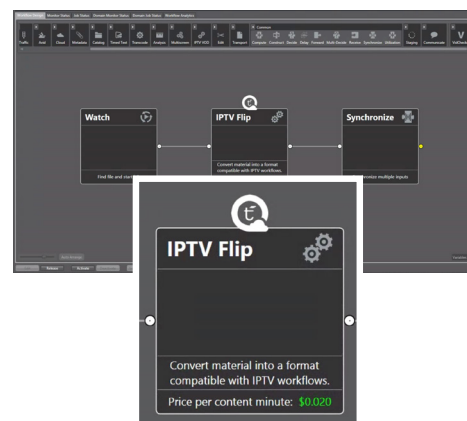
Vantage Cloud – how it works

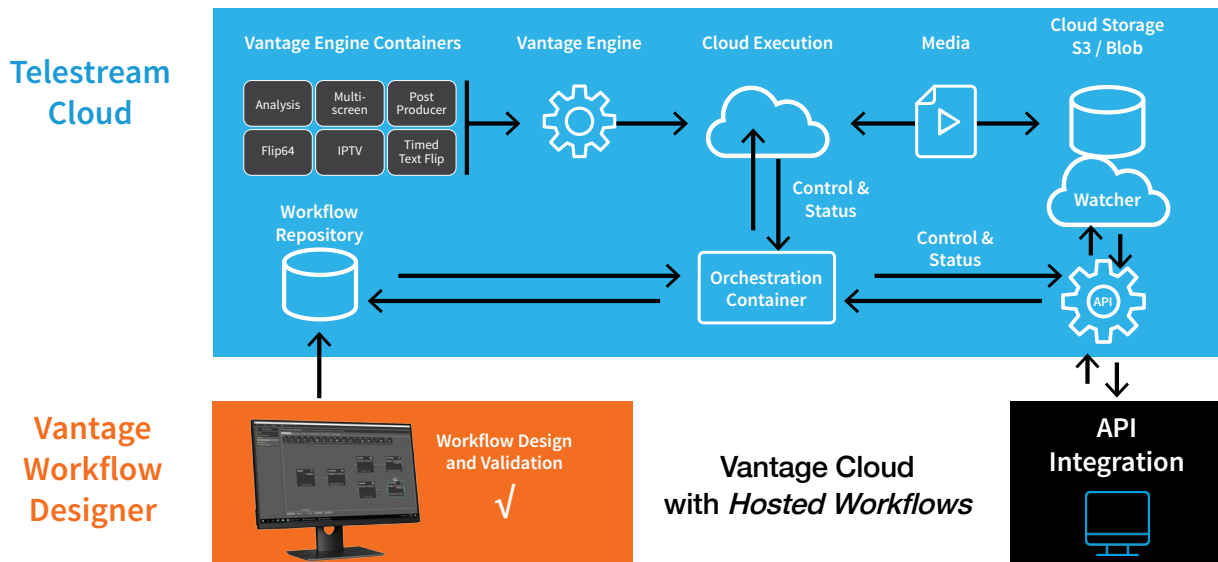
In addition to the flexible licensing options already available for the Vantage Media Processing Platform, Vantage Cloud enables consumption-based operation (and pricing) for Vantage actions executed in the cloud. More specifically, Vantage Cloud defines a set of media processing actions which can be run in a consumption-based, SaaS mode. These Vantage Cloud actions tackle the heavy-duty media processing while Vantage software handles workflow design and orchestration.

There are two major aspects to Vantage Cloud:

1. Vantage workflow design and orchestration
2. Cloud-enabled actions

Workflows are built with the Vantage Workflow Designer and run by the Vantage orchestration engine. Vantage users own their workflows and determine where the orchestration engine runs and who has access. Adding Vantage Cloud does not change this operating model.





Vantage Cloud enables actions placed in a cloud-mode to run within Vantage workflows—providing the exact same outputs, using identical version-match engines, as infrastructure-based Vantage actions but with a cloud-based operating (and pricing) model.

Whenever a Vantage action is cloud-enabled via Vantage Cloud, a Telestream Cloud icon is added to the action within the Vantage workflow (see example diagram), and operators are presented with a cost to run a Vantage Cloud action at the time of configuration.

And while a Telestream Cloud account is required to be able to leverage Vantage Cloud, all of the workflow design and orchestration happens within the Vantage Media Processing Platform. Vantage Cloud users reference their Telestream Cloud console for information about billing totals for their cloud-enabled actions and to generate spending reports based on job names, workflow names, or file names for any time period. These reports can be used for tracking client-specific or departmental costs within your organization.

Actions that can be cloud-enabled with Vantage Cloud include:

- IPTV Flip
- Multiscreen Flip
- Flip64
- Post Producer
- Timed Text Flip
- Analysis
- Tempo

Hosted Workflows

Cloud Hosted Workflows give you the power to evolve your Vantage solutions into intelligent cloud-native media-transformation engines. Design powerful automated solutions using the same Vantage Workflow Designer trusted by the top media and entertainment companies, and deploy those custom solutions into Telestream Cloud where they can be accessed from anywhere on the planet. Decentralized access to your own robust solutions with no single point-of-failure completely changes the game, and unlocks new horizons for your automated cloud-based workflows.

Vantage Cloud is Location and Resource-aware

Workflows with cloud-enabled actions (via Vantage Cloud) can have a characteristic where “workflows follow the media.” This is accomplished by designing workflows with Decide actions and the new Location and Utilizations action to conditionally route files. If media lives in the cloud, Vantage Cloud actions can process it there. When necessary, Vantage Cloud actions can automatically move media to the cloud, which is most efficient when media is headed for cloud storage anyway. Workflows can be set up to make decisions on whether to process “on-prem” or in the cloud based on any . Being “storage-aware” means Vantage workflows with Vantage Cloud actions are seamless across storage locations. Furthermore, Vantage Cloud actions can be switched from local to SaaS mode to expand capacity and to respond to resource demands.



With Vantage Cloud, operators can manually configure existing actions for SaaS mode or dynamically scale out the necessary processing resources as close to the content as possible. For example, Vantage Cloud actions can burst to SaaS mode automatically when system load reaches a predetermined threshold. Workflows would be manually configured to do this using a new utilization action to produce variables, and decide actions to act upon the variables.

Business Benefits of Vantage Cloud

Good business sense involves always looking forward for improvements that boost revenue and reduce costs — with the least impact on existing business. Vantage Cloud delivers these benefits by allowing you to:



- **Leverage existing Vantage workflow efforts**
Many hours are spent programming Vantage workflows to solve problems—with Cloud you don't need to recreate them
- **No on-boarding expense or redesign**
Workflows are executed right from Vantage, they aren't sent anywhere
- **100% OPEX predictable SaaS pricing**
Vantage Cloud is billed based on output content minutes
It has a simple, deterministic pricing approach
- **Instant pricing feedback**
Optional display of per-minute processing price in Vantage
- **Access to unlicensed Vantage features**
Any cloud-capable actions and features can be used
- **True Disaster Recovery**
With decentralized workflow orchestration via the Hosted Workflows feature, your supply chain living in the cloud can relocate on-the-fly. If the local facility goes down, your workflows keep running!
- **Single vendor, multi-cloud**
SaaS model means one bill to pay for execution, compute, and management
Telestream Cloud deploys compute in whichever cloud provider hosts the media

- **Detailed cost reporting for assigning costs**
Cloud console can generate usage reports based on workload for any time period

Operational Benefits of Vantage Cloud

- **Single management platform**
Vantage is now a unified tool for managing on-prem and cloud processing
Get a consolidated status view, history—and reporting
- **Familiar Vantage logic for cloud usage control**
New “Location” and “Utilization” actions provide variables allowing decide actions to determine processing location according to individual needs
- **Integrated, efficient, media transfer**
Secure, encrypted, multi-thread HTTP download and upload when media transfer is necessary
- **Central usage of multiple Clouds**
Vantage Cloud can interact natively with buckets in many regions across AWS, Google, and Azure
Egress charges are avoided by processing media in-region and only downloading when so configured
- **Rich supplementary interface for cloud status, analytics, and reporting**
Telestream Cloud UI provides additional status view for cloud jobs
Simple analytics tool can report by workflow, action, and time period
- **Offload work from on-premises Vantage**
seamlessly by running Hosted Workflows in the cloud; provision new workflows —without putting pressure on existing Vantage systems

As a Vantage Customer, you'll want it because...

Vantage Cloud couples the power of Vantage with the simplicity of SaaS. New advanced workflows can leverage cloud processing without any onboarding. To take advantage of Cloud, you simply install Vantage 8.0 and you can begin to augment your on-premise processing.

