

M+E

JOURNAL

A SECURE



AI WORLD?

How AI is being used both by and against the industry

SECURITY SOLUTIONS

Where and how AI is being used to attack and protect M&E

SMART CONTENT

Massive amounts of data now required new tools, including AI

23.02

CHANGE THE (CUSTOM) SCRIPT FOR YOUR MEDIA SUPPLY CHAIN WITH A NO-CODE PLATFORM



A no-code/low-code platform offers numerous advantages

By Dan Goman, CEO, Ateliere Creative Technologies

ABSTRACT: In this article, we will delve into the challenges and business risks associated with the custom scripting approach to the media supply chain, and unveil the future: a no-code/low-code approach enabled by cloud-native media supply chain platforms.

As technology continues to evolve, companies in the media industry are constantly seeking ways to optimize their workflows and supply chains. One method that has gained traction involves using custom scripting to stitch together many different workflow tools, and for that reason it's known as "the toolbox approach." Scripting in the media supply chain involves the use of tailored code to automate tasks and enhance workflow efficiency.

While custom scripts may initially seem like a good idea, they pose significant drawbacks. Most critically, this "duct tape and chewing gum" way of doing things seriously compromises the integrity of your media supply chain. It's the equivalent of trying to assemble a couch from IKEA but all the nuts and bolts have been scattered across your yard.

IT'S NOT A PLATFORM, IT'S PRODUCTIZED PROFESSIONAL SERVICES

Custom scripts demand considerable time and resources for designing, coding, testing, and implementation. As a result, managing custom scripts can be complex, relying on individual documentation practices and developer expertise. If a developer leaves the company, their knowledge and understanding of the custom scripts go with them, potentially creating a critical gap in workflow continuity.

To avoid this, you'll need third-party professional services to manage your custom scripts. Although these services might be wrapped up and presented as a platform (or toolbox), they'll never have the agility of a cloud-native platform. Even though these professional

EVEN THOUGH THESE PROFESSIONAL SERVICES ALLEVIATE the day-to-day management of custom scripts, these services are costly and drive up ongoing development costs in addition to limiting the amount of direct control companies have over their media supply chain.

optimization. Unlike productized professional services and custom scripting, these platforms directly leverage the power of the cloud, enabling media companies to handle large volumes of data smoothly and efficiently. The scalability and flexibility of these platforms allow for rapid response to changes in the industry, ensuring your business stays agile and competitive.

Perhaps most importantly, we offer a no-code/low-code solution, allowing users to design and configure workflows visually without writing any code. This empowers non-technical users to take part in the workflow creation process and frees up IT resources from constant custom script maintenance.

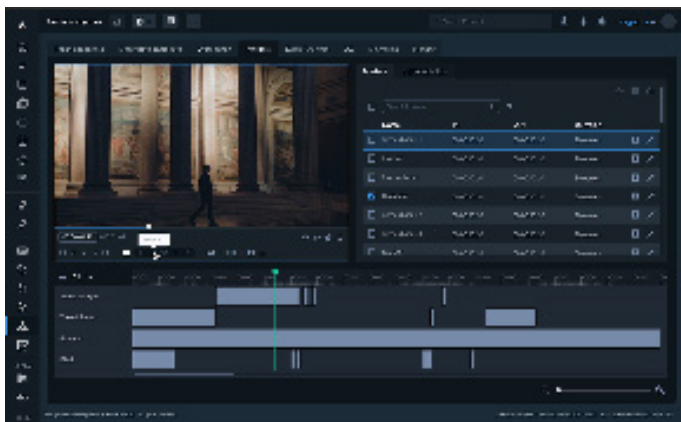
BENEFITS OF A PLATFORM OVER CUSTOM SCRIPTS

In comparison to custom scripts, our no-code/low-code platform offers numerous advantages which expedites the time-to-ROI for media businesses.

Ateliere's user-friendly platform allows media operators, managers, and QC teams to easily configure and customize their media supply chain. With Ateliere, you can skip the lengthy design, coding, testing, and implementation processes of custom-coded solutions. Our platform enables rapid development and deployment, reducing your time-to-market significantly.

Unlike custom-coded solutions, Ateliere offers pre-built package templates and turnkey functionality, eliminating the need for costly custom scripting and reducing the total cost of ownership (TCO) dramati-

Continued on page 4



Ateliere offers a no-code/low-code solution, allowing users to design and configure workflows visually.

services alleviate the day-to-day management of custom scripts, these services are costly and drive up ongoing development costs in addition to limiting the amount of direct control companies have over their media supply chain. Combined with the time-intensive nature of scripting, it's nearly impossible to keep pace with the rate of change within the media and entertainment industry. This means that any updates will require costly updates or overhauls as technology advances.

THE RISE OF CLOUD-NATIVE MEDIA SUPPLY CHAIN PLATFORMS

Cloud-native media supply chain platforms, like Ateliere Connect, signify the next evolution in workflow



Dan Goman is the founder and CEO of Ateliere Creative Technologies. As a digital trailblazer, he has helped media companies such as Microsoft, Lucent Technologies and AT&T Wireless advance their technology, even managing Microsoft's entire worldwide network as a software developer and network management specialist. dgoman@ateliere.com @TeamAteliere

ATELIERE *Continued from page 3*

ly. Our platform is designed to adapt to emerging technologies and quickly onboard new delivery partners, ensuring your business stays competitive.

Maintenance is also simplified with Ateliere's platform. Package templates are componentized, allowing for easy modification and adjustment of delivery profiles, reducing reliance on professional services and associated maintenance costs. Our platform is built by a team of industry experts, ensuring stability, reliability, and minimizing the risk of system failures or disruptions.

Lastly, Ateliere's platform offers an agile and adaptable workflow. The no/low-code approach empowers users to select preset configurations and build business logic without programming or scripting knowledge, enabling quick response to changing demands and maintaining competitiveness.

A BRIGHTER FUTURE

In today's ever-evolving media industry, it is crucial to embrace new and efficiency-maximizing solutions to maintain a competitive edge. While custom scripts have served their purpose in the past by automating tasks and enhancing workflow efficiency in the media supply chain, it's time to acknowledge the challenges and business risks associated with them. The future lies in adopting cloud-native media supply chain platforms that offer a no-code/low-code approach. With these groundbreaking platforms, media companies gain greater control over their supply chain, experience heightened productivity, and achieve significant cost savings. It's time to step into the future and leave behind the pitfalls of custom scripts. ■