

Curator Sales Battlecard

Industry: Creative Agencies

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What is Curator?

Curator is a dedicated Video Asset Management (VAM) system built for creative agencies, helping you create without constraint: collaborate and create quicker than ever, from wherever, with whoever, with Curator

- **Ingest** content from any location and create low resolution (2%) proxies at 8x real-time for quick and easy remote editing
- **Log** content accurately in near-real-time with metadata relevant to the brand/product/campaign, using Curator Logger
- **Archive** effectively and automatically to reduce storage costs while retaining access to your assets from anywhere
- **Find** the assets you need with eCommerce-style faceted search and professional-grade browser-based web player
- **Edit and Publish** more efficiently, without interrupting creative flow, using the Curator Premiere Pro Panel
- **Analytics** capture data on your workflows and how your content is being consumed
- **Artificial Intelligence** speech-to-text and object recognition automatically inputs relevant metadata

Curator Applications

Curator is made up of a number of applications, providing a dedicated UI for each role in the logging and editing process

Curator Ingest /Curator Connect

Curator can ingest your recorded content and live streams using Watch Folders or the Curator Connect app for ingest from camera cards and other storage devices

Curator Logger

A dedicated Logger simplifies metadata entry with brand- and industry-relevant metadata

Curator Clip Link

Find the exact assets you need with eCommerce-style faceted search that draws on metadata from human input, AI speech-to-text, and AI object recognition

Curator Analytics

Analyze your team's use of Curator and understand how your content is being consumed

HLS Video Player

Curator provides a browser-based, frame accurate professional-level video player with multiple audio tracks, frame step, scene change, fast forward and reverse (0.1x – 400x)



Curator for Creative Agencies

*Typical use cases: How does Curator help **creative teams/agencies** collaborate on video content from anywhere in the world?*

Tell the brand's story, consistently

Curator helps creative teams to stay on-brand with centralised, up-to-date brand assets

Collaborate without borders or restriction

Curator provides editors with access to frame-accurate 2% proxy streams of all available creative assets from anywhere in the world, enabling remote workers, freelance talent, and geographically dispersed offices to work together, even on very large video projects

Accurate logging

Curator's dedicated logging tool ensures media managers are tagging content with the metadata relevant to the brand, product, and campaign, making it much easier to find and re-use content later

Stop searching, start finding

AI-enabled faceted search helps editors find the exact video assets they need for their project in seconds, either through a browser or directly within their Adobe environment (via the Curator for Adobe Panel)

Adobe Panel integration

Curator's Adobe Panel brings the power of Curator Clip Link's AI-enabled faceted search directly in to Premiere Pro and After Effects, helping editors stay in creative flow without leaving their editing environment

Analyze your content for advanced insights

Curator Analytics helps creative teams understand how Curator is being used, and how the content it helps produce is being consumed

Recycle and monetize the magic

Transform your archive into an easily accessible and curatable content hub to re-use to create new video content and marketing campaign videos

Various deployment options

Curator makes it easy to store your videos efficiently and find them quickly either on-premise, in the cloud, or a hybrid system

Be seen in all the right places

Ensure the world sees your content with integrated upload to OTT channels and export for social media channels

Optimise storage

Poorly managed storage can cost 3x more than IT teams plan for. Curator helps drastically reduce storage requirements through de-duplication, better content sharing, and greater visibility over assets stored

How does Curator help Technology/IT Teams

Curator is as important for Technology/IT Teams as it is for creative editors thanks to its ability to effectively store and manage thousands or millions of video assets

Save on storage

Curator helps avoid duplication of video assets – a big deal when potentially dealing with over hundreds of TBs of data – greatly reducing storage requirements. Editors can access streamed proxies of assets at 2% of their high-res file size, from anywhere in the world, without needing to download and duplicate files. Intelligent archiving rules automatically move unneeded assets to cheap archive storage while still providing access and easy restore for users

Flexible deployment models

Curator can run on-premise, in the cloud, or as a hybrid solution for the best of both worlds. Utilise existing hardware investments while benefitting from the scalability and flexibility offered by cloud services.

Combine with cloud storage/computing services for compute power, scalability, business continuity, and disaster recovery

Connect to big cloud computing/storage providers such as Amazon AWS and S3, Oracle, Google Cloud Platform, and Microsoft Azure – using your own subscriptions. Curator can push conform jobs to the cloud, taking the strain off of local machines and servers. Scale your IT compute and storage requirements as you need, based on demand. Benefit from business continuity/disaster recovery by combining off-site compute/storage with existing in-house IT systems.

Scale up and down as required

SaaS pricing model, plus use of cloud computing and cloud storage services means IT Teams can scale up and down to deal with peaks and troughs in demand

Consolidate assets and simplify migration

Curator helps IT teams consolidate widely-dispersed assets (e.g. on user's local machines, random NAS drives, etc.) for an easy-to-manage system. IPV provide all the help needed to simplify the move/migration to Curator.

In-depth analytics

Curator's analytics module gives IT teams detailed insights into how the Curator system is being used, helping to manage and plan IT resources.

Integrates with existing IT investment and tools

Curator integrates with various storage systems, and connects to many 3rd party services through its API access.

Simplifies complex file ingest

Curator simplifies the ingest process for major video file types and complex camera cards and their folder structures, helping IT teams focus on managing their IT system and not wasting time with complex file/folder systems.

Sky Creative: A case study example for Technology/IT Teams

The challenge

- Sky Creative used up their entire 5-year IT storage budget in 18 months
- Editors were duplicating hours of video just to use a few seconds of footage
- Large user count (140 editors) with a high turnover of freelancers was creating difficulty for editors to find the clips they need and for the IT Team to manage the system
- Network traffic was difficult to manage with editors transferring TBs of files regularly, unnecessarily
- Editors wanted remote working but the IT Team struggled to offer the option due to large file sizes

The Curator solution

- Removal of all duplicate content, bringing Sky Creative's storage under control
- Providing users with centralised access to all available assets through a browser and/or the Curator for Adobe Panel
- No need for users to copy files or download hi-res footage for editing – 2% streamed proxies reduce network/Internet traffic drastically, speed up editing time, and reduce the drain on user's local machines
- Remote conform removes the labour of conform jobs from user's machines
- Users can work from anywhere
- Managing access to the system and to specific assets (e.g. for freelancers) is easy in Curator

Which creative agencies are using Curator?

Sky, HBO, Hearst, and Turner all rely on Curator for their video asset management needs.



Case Study: How Curator helped Sky save on storage

Customer profile

- Sky Creative are responsible for branding and producing all promo material for Sky

The challenge

- Spent 5-year storage budget in 18 months
- Many media files duplicated, and 2-hour movies stored despite requiring only 15-30 seconds for the creation of adverts
- 140 creative editors, with a high turnover of freelancers. Editors need to find projects started by freelancers who no longer work with Sky
- Little collaboration between editors resulting in the same files being stored separately by multiple editors

The solution

- All media content registered into Curator for the whole creative team to search and find. Editors use media from the library first before creating new media
- Curator retains only the media used in the edit project, reducing a 2-hour movie to the 30 seconds used in the edit
- Project versions managed in Curator with keywords allowing any editor to find and work on a project started by another editor
- Media management team now empowered to archive media files because they know when, where and why they were created and used

Read this and other case studies [here](#).



Qualification and discovery questions

The following questions should help you determine if Curator is the right fit for the customer

How many assets are you managing now, how are you managing them, and how many do you expect to ingest weekly moving forward?

Creative agencies with over 1500 video assets (now or in the future) will see huge improvements in storage, management, and production of video content by introducing a VAM solution like Curator. We've successfully migrated customers from many other DAM/MAM systems, including all content and metadata.

How/where are you currently storing your video assets? On-prem, cloud, or hybrid? Where do you want to store them in future?

Curator can integrate with many on-prem storage solutions, but it also integrates with Amazon AWS, Microsoft Azure, Oracle, and Google Cloud (using their own subscriptions). We can provide a hybrid solution and manage the migration, too, meaning that HiRes could be managed on premise and the proxies and services in cloud giving connectivity to all your offices and regions

Do you need to work with live streams as they happen?

Creative editors can work with a growing 2% proxy of the live stream as it happens, meaning they can build the highlights reel as the game progresses. This is a big benefit of Curator over the competition – and some editors won't be aware it's even possible!

What editing environment are you working in?

Premiere Pro or Avid? Curator integrates with both, but the integration with Premiere Pro brings the power of Curator Clip Link and its AI-enabled search directly into Premiere Pro and After Effects through a Panel. Any annotations or logs can appear live in the editor, speeding up the production process.

If Avid, Curator can ingest and tag content before pushing it to Media Central (and is a lot more cost-effective than using Avid Interplay to do this).

Do you need to restrict access of content to certain users?

Curator includes a sophisticated permission model, ensuring that users are only allowed to see and search for certain content and only initiate workflows relevant to them

How do you acquire and ingest your footage at present? How do you want to ingest it moving forward?

Curator can monitor video servers for live recordings to automatically make the content available as a growing 2% proxy which reduces the time editors and producers have to wait to start working with it. Curator can also offer ingest control of video servers to simplify and speed up scheduling workflows.

Pre-recorded footage (interviews, behind the scenes, etc.) can be ingested automatically via Watch Folders or through camera cards and other storage devices using Curator Connect.

How many users will need access to Curator and your assets?

Editors, loggers, ingest operators/media managers, reviewers and approvers, archivists, librarians, etc. may all need access. Remote freelance talent can also be used thanks to 2% streamed proxies, and they can be given access to only the assets they need for the project.

Do you have an existing collection of video files?

If NO – when are you going to receive content?

If YES – how much data? Where is it stored and what on? How is it managed, e.g. another MAM system?

Do you have more than one office or are the people who need access to the video in lots of different places?

How are they connected to each other? Internet or WAN? If Internet, a Cloud solution will help with remote access. If WAN, a hybrid solution would make use of existing investment, increase data redundancy, and improve remote editing.

Access the full qualification/discovery question workflow [here](#) (also linked to in your Partner Portal)



Curator for Creative Agencies

Common objections and how to overcome them

Here are some common objections to Curator/video asset management systems in general – and how to overcome them

It's a lot of money to pay every year...

As a SaaS solution, Curator is an OpEx spend and helps avoid the typical upfront costs of new server/hardware infrastructure and software licensing. It's a known cost that scales up and down with your needs. OpEx spend makes for easier budgeting as it avoids unexpected CapEx costs...

My users don't want to have to learn ANOTHER complicated system...

Curator has been refined to offer a host of features in an intuitive, easy-to-use way. Dedicated apps for different roles help people learn only the part of Curator they need to do their job (e.g. Loggers use Logger, editors use Clip Link/Adobe Panel, etc.). IPV has a dedicated UX team who works with users to continually improve the UX, enabling users to do more in fewer clicks. Curator directly integrates with Premiere Pro/After Effects as a Panel, meaning editors can stay “in flow” while using Curator within their Adobe apps.

Who are IPV? Why should I trust them with my assets? Will I be tied in to them forever?

Your assets are yours, whether they're stored on-prem or in the cloud. IPV has been developing tools to help people make great videos since 1999 and has had significant investment in 2019 (£4million), demonstrating the viability of the business.

We've migrated customers away from competitor MAMs before, so in the unlikely scenario you'd want to switch, the new provider should be able to migrate your content and metadata.

IPV is trusted by many large companies, including Warner Media, NASA, The Home Depot, PGA Tour, CNN, SAP, and many more.

We're already using a DAM system, why should we use Curator as well?

DAMs cover all digital assets and so don't – and can't – go far enough to serve the complex needs of video content management and monetization. Curator is a dedicated VAM and helps enterprise brands to: reduce storage requirements, work from anywhere thanks to 2% proxies, ingest and tag video in real-time, create advanced and intelligent automated workflows, and find content using AI-enabled faceted search

We're already using a MAM/VAM system – why should we switch?

What do you dislike about it to make you consider Curator in the first place? (Use the competitor analysis slides to compare features).

We've migrated customers (content and metadata) from Dalet, Levels Beyond, CatDV, and Harris Invenio with case studies to prove it, so you shouldn't feel tied to an existing provider.

What if we need to scale up or down?

Curator's SaaS subscription model and its ability to use cloud computing services means you can scale your Curator system up and down as required, depending on your needs at the time.

Who are IPV?

Help your buyer understand who IPV are and why they should trust us for their VAM needs

IPV has been in the professional video asset management industry since 1999 and released the flagship Curator product in 2016.

IPV understands the needs of sports teams/brands, such as dealing with a growing mountain of content, live feed recording, and metadata tagging relevant to the game and action in it.

- Quarterly releases (free upgrades to the latest version)
- New core functionality development + optional functionality upgrades
- Offices in the UK and the US
- A global network of sales and support partners
- Private investment in 2017 (£2million) and 2019 (£4million)

Working with IPV is more than just the Curator product. Customers are buying into a philosophy of continued improvements, upgrades, features (free and premium) and a large sales/support network.

[This blog post](#) demonstrates how much the Curator product has changed since it launched in 2016.

