

# Cost Effective Media Operations: The Managed Services Advantage

# What is Managed Services

- Better known as outsourcing.
- Hiring an external party to perform tasks, provide services, or produce goods that would traditionally be handled in-house.



# Managed Services Advantage - Cost Efficiency

- Lower labor costs in regions like Eastern Europe, India, and Southeast Asia can reduce expenses by 20–30%.
- Avoid overhead costs like recruitment, training, and infrastructure

# Managed Services Advantage - Specialized Expertise

- Outsourcing gives companies instant access to engineers with niche skills—in the case of Arcadian you get access to engineers and technicians with years of experience in the content delivery business.
- No need to build internal capabilities from scratch for short-term or specialized projects.

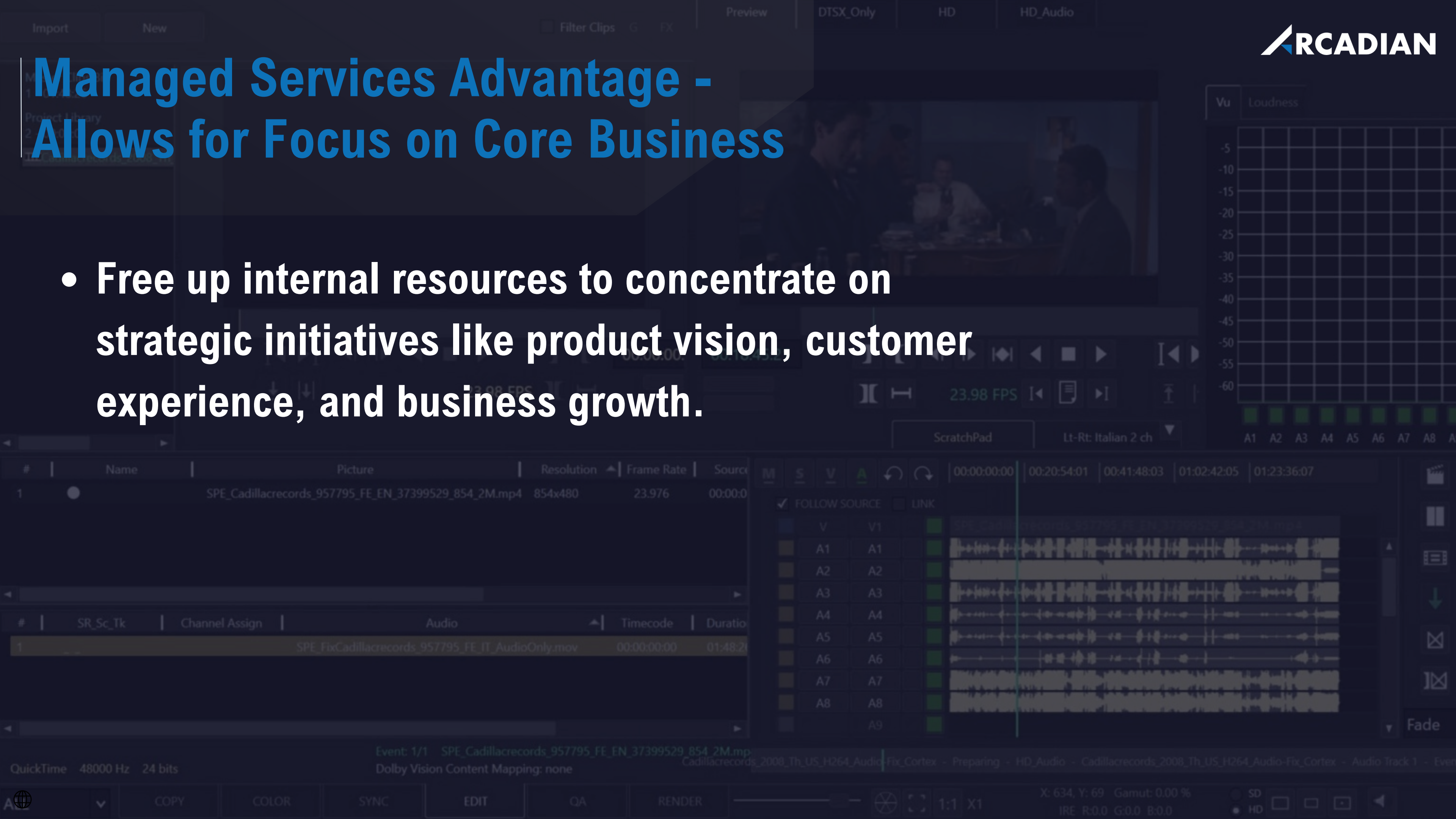


# Managed Services Advantage - Faster Time-to-Market

- External teams can accelerate development cycles by working in parallel with internal teams or across time zones.
- This is especially valuable for startups and product companies racing to launch ahead of competitors.

# Managed Services Advantage - Allows for Focus on Core Business

- Free up internal resources to concentrate on strategic initiatives like product vision, customer experience, and business growth.





# Managed Services Advantage - Scalability & Flexibility

- Easily scale teams up or down based on project needs without long-term commitments.
- Outsourcing partners offer flexible engagement models—from dedicated teams to project-based contracts.



# Managed Services Advantage - Global Perspective & Innovation

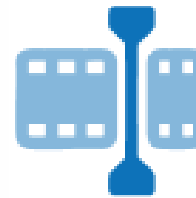
- Diverse teams bring fresh ideas and global best practices.
- Exposure to different markets and technologies can spark innovation that wouldn't emerge in a siloed in-house team



# **ARCADIAN** Solutions - End to End



**VPU DEPLOYMENT  
SERVICES**



**VIDEO/AUDIO  
TRANSCODING**



**SUBTITLING &  
TRANSLATIONS**



**APPLICATION  
DEVELOPMENT**



**QUALITY ASSURANCE  
SERVICES**



**OTT CUSTOMER  
SUPPORT**