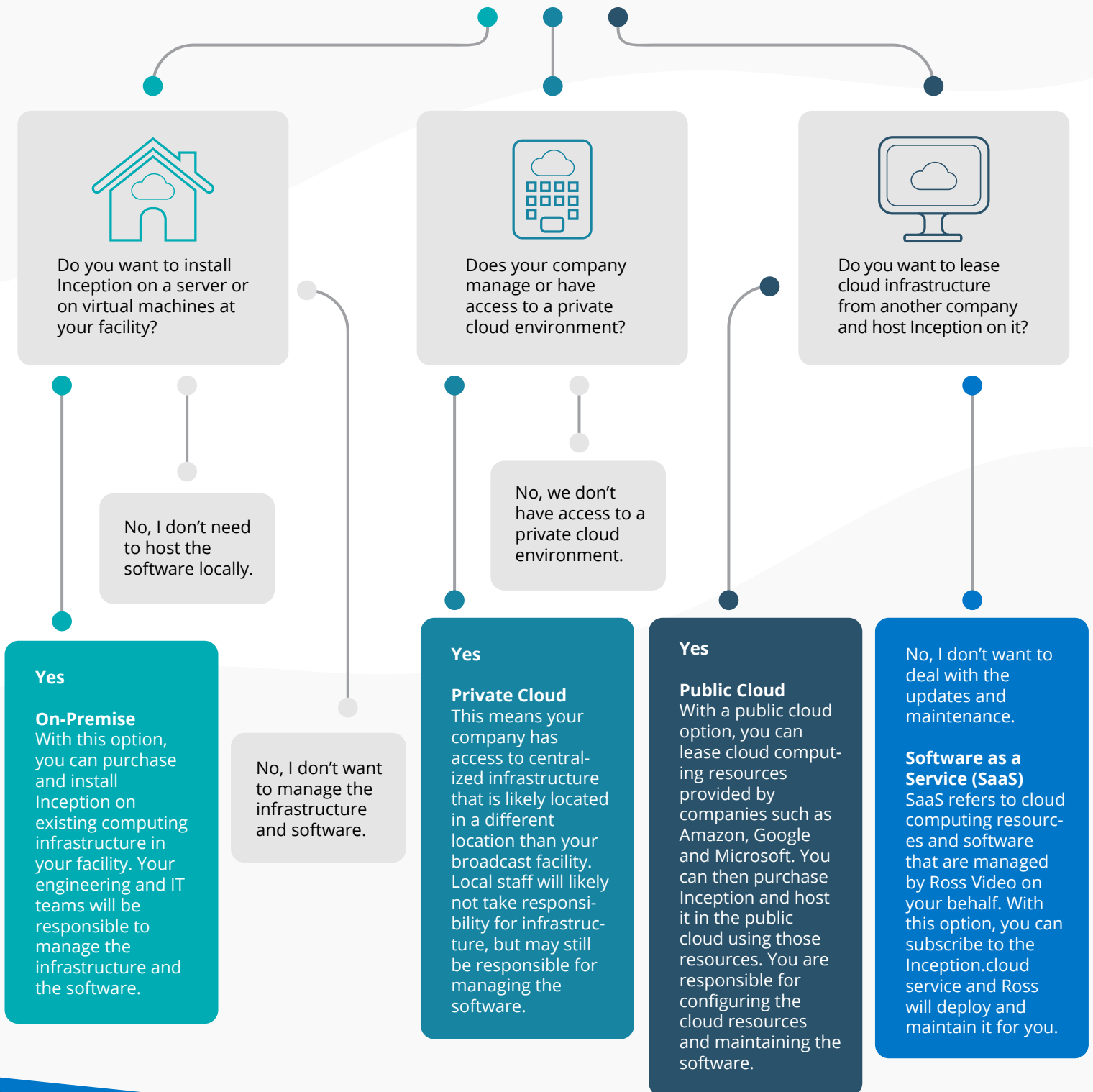# WHICH SOLUTION IS RIGHT FOR YOU?

If you're looking at Inception, Ross Video's content creation, collaboration and social media management tool, there's a variety of ways the software can be hosted. Most broadcasters are familiar with traditional on-premise installations, but with the introduction of cloud, some are confused about what option best fits their needs. Let us help guide you through the decision-making process and explore the options together.

Do you want to install Inception on a server or on virtual machines at your facility?

Does your company manage or have access to a private cloud environment?

Do you want to lease cloud infrastructure from another company and host Inception on it?

No, I don't need to host the software locally.

No, we don't have access to a private cloud environment.

Yes

On-Premise
With this option, you can purchase and install Inception on existing computing infrastructure in your facility. Your engineering and IT teams will be responsible to manage the infrastructure and the software.

No, I don't want to manage the infrastructure and software.

Yes

Private Cloud
This means your company has access to centralized infrastructure that is likely located in a different location than your broadcast facility. Local staff will likely not take responsibility for infrastructure, but may still be responsible for managing the software.

Yes

Public Cloud
With a public cloud option, you can lease cloud computing resources provided by companies such as Amazon, Google and Microsoft. You can then purchase Inception and host it in the public cloud using those resources. You are responsible for configuring the cloud resources and maintaining the software.

No, I don't want to deal with the updates and maintenance.

Software as a Service (SaaS)
SaaS refers to cloud computing resources and software that are managed by Ross Video on your behalf. With this option, you can subscribe to the Inception.cloud service and Ross will deploy and maintain it for you.

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For content creators using Inception, the functionality is the same across traditional on-premise solutions, cloud deployments and SaaS.

The decision comes down to the desired level of control and responsibility for the application and infrastructure, as well as the preferred financial commitment.

Contact Ross to discuss these options further and better understand which choice is the best fit for your organization.

	ON-PREMISE	PRIVATE CLOUD	PUBLIC CLOUD	SaaS
Financial Model	Purchase	Purchase	Purchase	Subscription
Infrastructure Responsibility	Complete	Varies	Minimal	None
Application Responsibility	Complete	Complete	Complete	Minimal
Remote Access	VPN Required	VPN Required	VPN for MOS Plugins Only	VPN for MOS Plugins Only

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