



FABLER

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## Overview

### The need

To differentiate its services, Fabler Studio sought a facial imaging technology solution to capture consumer responses to its video content.

### The solution

Fabler Studio signed on for an emotional analytics offering from IBM Business Partner nViso SA, hosted in a SoftLayer® cloud environment.

### The benefit

The cloud-based analytics solution delivers immediate, highly accurate consumer feedback, helping Fabler Studio create more compelling and effective video content.

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## Fabler Studio

*Analytics hosted in a SoftLayer cloud environment deliver long-term competitive edge*

Located in New York City, Fabler Studio provides video postproduction services to help leading agencies and brands create award-winning commercial content.

### An opportunity for competitive advantage

For companies in Manhattan's fast-paced creative services marketplace, competitive differentiation is critical. When Fabler Studio managing director Nathan Byrne heard about facial imaging technology used to capture emotional responses to video content, he immediately considered its applications for his video editing business. "We're a fairly new company in a very competitive environment in New York City," says Byrne. "It's difficult for postproduction companies to differentiate themselves outside of individual talent, and this technology was an obvious point of differentiation for us if we could offer it."

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*An analytics offering from IBM Business Partner nViso SA hosted in a SoftLayer cloud environment delivers detailed data on consumer response, helping Fabler Studio edit commercial video content for optimal effectiveness. "The longer we use this platform, the greater our competitive advantage," says Fabler Studio managing director Nathan Byrne.*

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## Emotional analytics delivered in the cloud

After reviewing competitive solutions, Fabler Studio signed on for an emotional analytics offering from IBM Business Partner nViso SA, hosted in a SoftLayer cloud environment. “I did my research and looked at the companies offering this type of technology,” says Byrne. “nViso was definitely the strongest of those competitors.”

Using the cloud-based platform, the studio receives moment-by-moment analyses of emotional responses to the content, captured by nViso’s facial imaging technology. “The insights are very actionable,” says Byrne. “We send out tests at each of the three stages in the rough-cut phase, and we get immediate results to integrate into our creative process.”

## Low-cost innovation offering long-term edge

By delivering immediate, highly accurate consumer feedback, the SoftLayer-hosted analytics solution helps Fabler Studio create more compelling and effective video content. “The longer we use this platform, the greater our competitive advantage,” says Byrne. “We’re creating a brain trust of lessons learned, and when the rest of the industry starts to use this technology, we’ll still be two or three years ahead.”

Plus, the SoftLayer cloud infrastructure offers a low-cost delivery environment for nViso’s industry-leading analytics capabilities. “Traditional testing is very expensive, and this solution is cost-efficient out of the gate,” says Byrne. “Being able to do something new and innovative so cost-effectively is a great thing for us.”

## Solution components

### Services

- SoftLayer®

### IBM Business Partner

- nViso SA

## For more information

To learn more about IBM cloud computing solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

[ibm.com/cloud-computing](http://ibm.com/cloud-computing)



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