

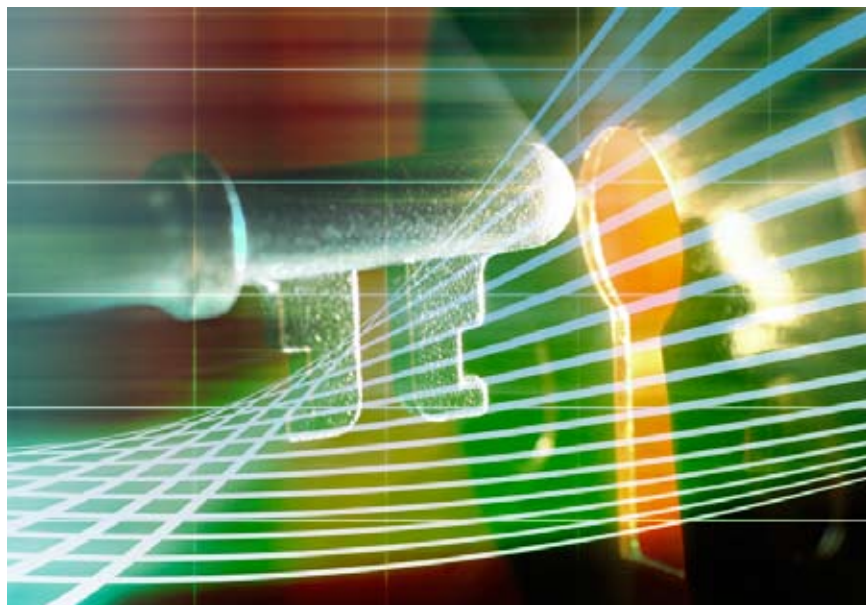
**Enterprise Video Platforms: The Ultimate Enterprise 2.0 Vehicle  
for Communication, Collaboration and Education**

June 2010

IBM **Information Management** software



**Enterprise Video Platforms:  
The Ultimate Enterprise 2.0 Vehicle  
for Communication, Collaboration  
and Education**





## Executive Summary

Despite the economy (or maybe because of it), enterprise video is going strong. In fact, the economic downturn has helped highlight the value proposition for enterprise video as a vital tool to communicate, engage, persuade, teach and train global audiences in an extremely cost-effective manner.

Internally, organizations are finding enterprise video to be an extremely useful, highly personal and engaging tool for training and education, as well as for corporate communications, to reinforce a sense of common culture and purpose, to rapidly disseminate information, and to motivate and retain top talent. What's more, so-called YouTube for the Enterprise (YTfE) capabilities are enabling employee-generated content (EGC) to be captured and shared to further business objectives, expand the corporate knowledge base, and improve collaboration, agility and business innovation. Additionally, marketers are leveraging digital media to attract and motivate audiences and engage with customers like never before, to establish and build brand preference.

While opportunities for enterprise video to drive value are virtually limitless, many organizations face a number of challenges in creating and delivering high-quality video content. The most significant of which is their lack of a single unified platform to meet all of their varied business objectives. Security, compliance, and content management issues surrounding digital media also present myriad obstacles. To fully realize the value of digital media, enterprise video initiatives must be handled as any other enterprise-level program: the right people must be empowered to create and administer content; there must be controls on content, network resources and viewer access; and all of these assets need to be managed, secured and tracked so that only the best, most useful content is delivered to the people who need it the most. To fully realize the value of digital media, enterprise video initiatives must be handled as any other enterprise-level program: the right people must be empowered to create and administer content; there must be controls on content, network resources and viewer access; and all of these assets need to be managed, secured and tracked so that only the best, most useful content is delivered to the people who need it the most.

Now more than ever, organizations need turnkey, out-of-the-box solutions that are scalable, reliable, and easy to use and that enable organizations to fully leverage digital media for optimum results. The ViewCast Media Platform (VMP™), built on IBM Content Manager, is the first unified solution to address the many cross-functional objectives involving digital media that exist in today's enterprise. Addressing the



capture, management and distribution of digital media content, *VMp* provides the core functionality required to manage digital media through every stage of its life cycle, from creation to user consumption. Built on proven, modular components and open standards, the *VMp* solution provides a foundation to quickly launch a cost-effective, scalable enterprise video platform.

### **Today's Enterprise and the Rise of Digital Media**

To instruct, educate, and inform their employees and customers, enterprises know they need to deliver content in the way their audiences want to consume it—and today, that means online video. In March 2010, 31.2 billion online videos were viewed by more than 180 million U.S. Internet users according to the comScore Video Metrix service<sup>i</sup>—representing 84.8 percent of the total U.S. Internet audience.

In the not-so-distant past, broadcasting video to hundreds or more viewers required significant investments in hardware, infrastructure and digital rights management systems. However, thanks to advances in network, storage and compression technology, which have improved scalability, ease of use and cost factors, we're now seeing a "democratization" of video in the enterprise. No longer relegated to the boardroom (in terms of video conferencing), today, digital media can be used to deliver highly relevant, engaging content direct to every desktop, laptop and mobile device across the distributed enterprise—creating the ultimate Enterprise 2.0 vehicle for communication, collaboration and education.

### **Instructing, Informing and Motivating the Workforce: Sowing the Seeds for Future Benefits**

Corporate training and human resources—encompassing the development and implementation of instructional programs and strategies that align with company goals to improve workforce performance—have never been more valuable than in today's knowledge-based economy. Since organizations have employed automation to streamline mundane transactional operations, valuable human resources are now dedicated to more complicated and nuanced jobs requiring experience, expertise, judgment, interaction, and collaboration—or tacit knowledge. A large part of organizational value resides in its human resources, and the key to attaining competitive advantage

<sup>i</sup> comScore Video Metrix March 2010 Online Video Rankings [http://www.comscore.com/Press\\_Events/Press\\_Releases/2010/4/comScore\\_Releases\\_March\\_2010\\_U.S.\\_Online\\_Video\\_Rankings](http://www.comscore.com/Press_Events/Press_Releases/2010/4/comScore_Releases_March_2010_U.S._Online_Video_Rankings)



is attracting, retaining, and motivating employees, and expanding their knowledge and skill sets to maximize their overall benefit and contributions to the firm.

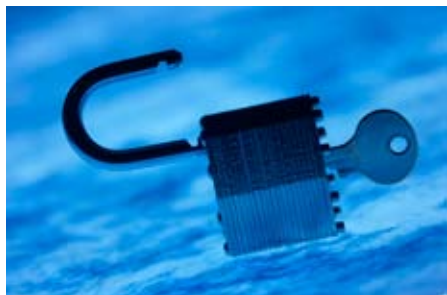
Today, organizations have a diverse employee audience to consider and communicate to—including Boomers, GenXers and Millennials. While each of these groups has its own unique proclivities and implications as it pertains to communications, they all share the commonality of living in an Internet-enabled world. As such, they expect access to information that is useful, relevant, highly personal and engaging. They will not tolerate the traditional types of lectures that past generations have accepted, or activities that have no real meaning to their work, such as two-hour-long classes that could have been learned at their desks in 30 minutes.

Organizations are finding that enterprise video is an extremely useful tool for training and education, as well as corporate communications, to reinforce a sense of common culture and purpose, to rapidly disseminate information, and to motivate and retain top talent. Digital media brings content alive—allowing viewers to employ their visual and auditory senses and be more fully engaged to help drive understanding of complex concepts and procedures. Online video also empowers employees to replay the learning and capture information at their speed—and on their own time.

### **Building a Best-in-Class Knowledge Base: Enhancing Collaboration, Innovation and Community**

There has been a lot of buzz on the topic of YouTube for the Enterprise. While definitions vary, essentially YTfE is about providing employees with new ways to communicate and interact using video, as well as enabling users to create their own content. Essentially the concept centers around leveraging the YouTube paradigm for business advantage—moving online video out of the toy box and into the corporate tool box—to foster collaboration and innovation.

Creating compelling content with the ability to search, tag, comment, share, and leverage all the collaborative aspects of YouTube enables employees to share ideas and accelerate organizational innovation through employee-generated content (EGC). This content is critical to achieving and maintaining a competitive edge, and helps to maximize the expertise of scarce subject matter experts on a global basis—an ongoing knowledge management challenge for many organizations.



Aside from providing a central place for employees to view and contribute ideas and content, YTfE also creates a sense of community. While “community” is not a word that is generally associated with the workplace, many argue that it needs to be. Extensive research in the late '90s by Gallup established a strong correlation between organizational performance and employee engagement—emotional bonding with the organization and strongly identifying with and practicing its values. Additional Gallup Research (Business-unit-level Relationship Between Employee Satisfaction, Employee Engagement, and Business Outcomes: A Meta-Analysis)<sup>ii</sup> found that businesses with greater employee satisfaction and engagement have higher revenues, greater profitability and less turnover.

However, while YTfE yields tremendous benefits from a knowledge management perspective, there must be governance and management of the content to ensure optimum alignment with organizational structure and goals. To this end, distribution of content to the appropriate audience is vital.

### **Mobilizing Digital Media to Build Brand Preference**

The impact of online video also has captured the attention of marketers. While online advertising fell overall in 2009, ad spend on online videos grew 41 percent.<sup>iii</sup> “Enterprise marketing departments have determined that they can leverage social networking and YouTube to introduce products and get visibility for a marketing effort,” says Susan Eustis of WinterGreen Research, in a report<sup>iv</sup> on the role of online video in the enterprise. “Streaming media provides an efficient way of delivering content that is compelling and articulate. Leveraging video technology is a core part of distinguishing a brand.”

There’s good reason that marketers are anxious to leverage digital media to troll for buyers. A survey<sup>v</sup>, conducted in December 2009 by TDG’s Michael Greeson for

<sup>ii</sup> *Business-unit-level Relationship Between Employee Satisfaction, Employee Engagement, and Business Outcomes: A Meta-Analysis*, by James Harter, The Gallup Organization; Frank Schmidt, University of Iowa; and Theodore Hayes, U.S. Immigration and Naturalization Service, 2002.

<sup>iii</sup> *Nielsen IAG, A18-49, Premium Online Video Measurement, 2008-2009.*

<sup>iv</sup> *Video’s Role in the Enterprise Accelerates Streaming Media Market Shares Market Strategy, and Market Forecasts, 2009-2015*, by Susan Eustis, Wintergreen Research Inc, 2008.

<sup>v</sup> *Profiling Online Video Viewers*, by Michael Greeson, GigaOM Pro and TDG, December 2009.



research firm GigaOM Pro, shows online video viewers are young, wealthy, and early adopters to boot—representing the Holy Grail of demographics. Nearly two-thirds of the 2,000 consumers surveyed indicated they primarily watch user-generated content on YouTube and similar sites, while 37 percent watch Facebook videos. The survey showed that online video viewers are more likely to own “advanced consumer electronic devices,” such as an HDTV, DVR or stand-alone Blu-ray player, and operate a home network, as opposed to those who don’t view video online. They are also more likely to be financially well to do. Roughly 14 percent of online video viewers earn more than \$100,000 annually, compared to 11 percent of non-online video viewers. While the survey showed 18-32 year olds as being the main viewers of online video, the 33-45 demographic was a close second, essentially comprising the all-important 18-45 age-group most frequently targeted by advertisers.

Like an arrow flying true, online video is finding its mark. But how effective is online video at influencing buyer behavior? A recent study<sup>vi</sup> of Internet retailers featuring some form of video on their websites shows digital media is providing a very strong return on investment. In the study, retailers leveraging online video increased sales conversion rates and reduced abandoned shopping carts and product return rates. It’s no wonder then that the percentage of top 50 Internet retailers offering some form of video online skyrocketed 378 percent last year over 2008 and was up to 68 percent, compared with 18 percent in 2008, according to a Forrester Research study<sup>vii</sup>, published in November 2009.

### **Making Enterprise Video Work for the Enterprise**

Having the ability to create digital video and using it effectively to meet organizational goals and objectives are two entirely different things. Many organizations lack a single unified platform that can meet all of their business objectives. Organizations need to address the quality control and production of the streaming media “products” that are ultimately produced and distributed across the various lines of business.

Security, compliance, and content management issues surrounding digital media also present myriad obstacles. To this end, organizations must focus on how to

<sup>vi</sup> *Video E-Commerce: Innovative Models Drive Sales, eMarketer, by Jeffrey Grau, May 2010.*

<sup>vii</sup> *Online Retailers’ Adoption of Online Video Content is Ahead of Consumers’ Preferences, by Patti Freeman Evans, Forrester Research, November 2009.*



cost-effectively organize, manage, search, secure, track, and report on how this content is consumed. To fully realize the value of digital media, enterprise video initiatives must be handled like any other enterprise-level program: the right people must be empowered to create and administer content; there must be controls on content, network resources and viewer access; and all of these assets need to be managed, secured and tracked, so that only the best, most useful content is delivered to the people who need it the most.

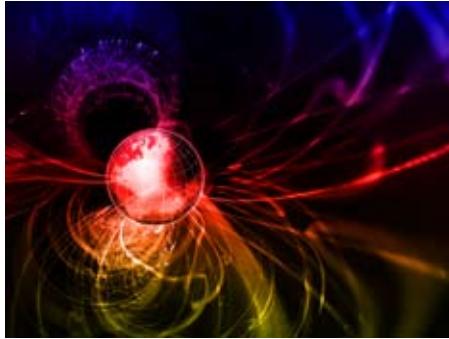
Additionally, the proliferation of online video is creating increasingly large archives of content that present an enterprise content management issue. In a study<sup>viii</sup> by Interactive Media Strategies, two-thirds of organizations deploying online multimedia report cumulative archives of more than 50 hours worth of business multimedia content. As content libraries grow, organizations need solutions that will enable them to manage their digital media, leveraging operational efficiencies to save time, effort and expense today, while meeting the evolving business needs of tomorrow, strategically and cost effectively.

### **Introducing the ViewCast Media Platform**

The ViewCast Media Platform (VMP™) solution enables organizations to create, repurpose and manage their video content in a manner that fits with their IT infrastructure and corporate policies, while meeting the needs of marketing, training, human resources and compliance departments—each with different distribution and reporting requirements.

VMP addresses the capture, management and distribution of digital media content and provides the core functionality required to manage digital media throughout every stage of its life cycle, from creation to user consumption. Companies no longer need to invest in multiple systems from multiple vendors to meet all their digital media needs. VMP unifies the capabilities of digital asset management (DAM), video on demand (VOD), enterprise video communication (EVC), and online video publishing systems by providing the core digital media capture, management and distribution capabilities they require.

<sup>viii</sup> "Taming the Sprawl of Business Video: Understanding How to Better Manage Content as Digital Media Changes the Face of Corporate Communications," by Steve Vonder Haar, Interactive Media Strategies, 2010.



*VMp* provides the flexibility to evolve as business needs and objectives change. Together with the other ViewCast modules—*VMp*<sup>™</sup> Portal and *VMp*<sup>™</sup> Production—no other solution offers the breadth and depth of capabilities to harness the growing value of digital media.

#### ***VMp* Production**

*VMp* Production helps users streamline and automate creative content production processes and features various administrative controls to make digital media more manageable and maximize efficiencies and reduce costs. With *VMp*, creative professionals collaborate in an online environment, and are able to automate repetitive tasks, easily repurpose existing content, and manage work-in-process.

*VMp* Production also provides tools to customize and manage the production life cycle of content. This functionality includes setting content states, review and approval cycles, full version management with review and reinstatement of past versions, automatic expiration, and long-term archiving. Powerful workflow and business process management capabilities allow users to model complete, end-to-end production processes. With *VMp* Production, users can assign users or groups (or both) to specific tasks and also define the duration of each task and the maximum load capacities. In addition, they can use parallel routing and decision points for dynamic routing, as well as include automated functions such as conversion, transcoding and distribution.

*VMp* Production allows for the dynamic creation of specific rendition or derivative formats to support the unique requirements of various distribution channels. This capability allows users to maintain original service files, so they can repurpose and transform dynamically, ensuring quality and consistency irrespective of the ultimate delivery platform.



#### ***VMp* Portal**

*VMp* Portal is a one-stop-shop for collecting, sharing, viewing and distributing valuable digital video easily throughout the enterprise and beyond—which helps contain costs and reduce complexity. *VMp* Portal features a YouTube-style user interface, enabling users to upload, tag, manage, search, share and view audio, video, images and multimedia content. The solution also supports live event based video capture and publishing or syndication of content to other systems and websites, such as corporate websites, partner and affiliate sites, and social networks. *VMp* Portal generates code to embed any asset and even define specific authentication options and expiration rules. Organizations can also customize player skins to match the look and feel of the destination site.

#### **Unlock the Power of Your Digital Media: Communicate, Collaborate, and Educate Like Never Before with ViewCast and IBM**

Now more than ever, organizations need turnkey, out-of-the-box solutions that are scalable, reliable, easy to use, and which enable organizations to fully leverage digital media for optimum results. The ViewCast Media Platform (*VMp*<sup>™</sup>), built on IBM Content Manager, is the first unified solution to address the many cross-functional objectives involving digital media that exist in today's enterprise. Addressing the capture, management and distribution of digital media content, *VMp* provides the core functionality required to manage digital media throughout every stage of its life cycle, from creation through to end user consumption. Built on proven, modular components and open standards, the *VMp* solution provides a foundation to quickly launch a cost-effective, scalable enterprise video platform.



## About ViewCast

ViewCast® develops industry-leading solutions for the transformation, management and delivery of professional quality video over IP and mobile networks. ViewCast Niagara® streaming appliances, Osprey® video capture cards and *VMp*™ digital asset management systems provide the highly reliable technology required to deliver the multi-platform experiences driving today's digital media market.

For more information, visit:

[www.viewcast.com](http://www.viewcast.com)



## About IBM ECM

IBM Enterprise Content Management software enables the world's top companies to make better decisions, faster. As a market leader in content, process and compliance software, IBM ECM delivers a broad set of mission-critical solutions that help solve today's most difficult business challenges: managing unstructured content, optimizing business processes and helping satisfy complex compliance requirements through an integrated information infrastructure. More than 13,000 global companies, organizations and governments rely on IBM ECM to improve performance and remain competitive through innovation.

For more information, visit:

[ibm.com/software/ecm](http://ibm.com/software/ecm)

© Copyright IBM Corporation 2010

IBM Corporation  
3565 Harbor Boulevard  
Costa Mesa, CA 92626-1420  
USA

Printed in the USA

06-10

All Rights Reserved.

IBM, and the IBM logo, are trademarks of IBM Corporation in the United States, other countries or both. All other company or product names are registered trademarks or trademarks of their respective companies.

---

IMW14323-USEN-01