



HOW VIDEO PLATFORMS

ENHANCE COMMUNICATION ACROSS
THE ENTERPRISE

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1 FOREWARD

1.1 OVERVIEW

Enterprises are looking for cost-effective solutions to address the growing need for real-time communication and the continuously developing virtual workplace culture. Among enterprise collaboration platforms, video solutions have been rapidly adopted across industries to enable stakeholders to collaborate and communicate face-to-face cost-effectively while sitting at different locations and time zones all over the globe.

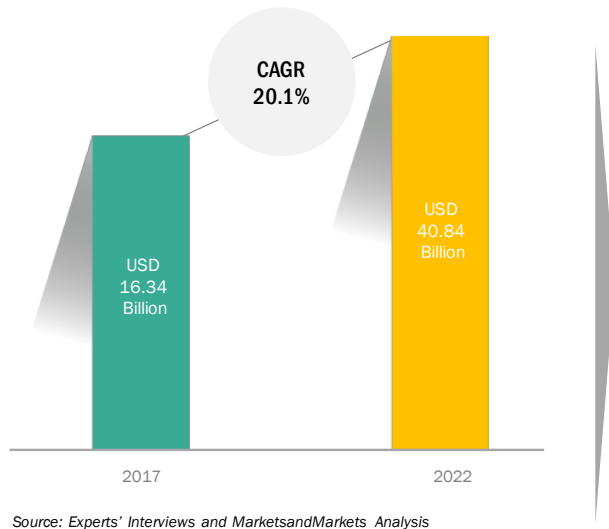
Enterprise video solutions enable organizations to manage and broadcast streaming media to internal and external stakeholders for communication, training & development, knowledge sharing, employee & client engagement. Initially, video solutions were adopted as communication tools in enterprises. With the technological evolution brought by cloud computing, content delivery, and unified communication, the significance of enterprise video solution has evolved from a communication tool to a collaboration platform. Key players are integrating video analytics into their existing enterprise video solutions to analyze viewing behavior of users and enhance the performance of their video solutions. As a result, video analytics presents a significant opportunity for the evolution of enterprise video solutions market in the coming years.

Enterprises are rapidly adopting enterprise video solutions to enhance unified communication among the workforce and boost operational productivity. The increasing demand for online streaming and online videos among enterprises is driving the growth of the enterprise video market. Industry verticals such as healthcare and public sector & education are expected to offer major growth opportunities for this market in the coming years. In these sectors, enterprise video helps strengthen the telemedicine as well as e-learning services.

Network connectivity and technical difficulties and the concerns over security and privacy of video content are the restraints that might hamper the market growth in the coming years. Due to internet connectivity and speed issues, organizations are unable to utilize enterprise video solutions as a tool for Unified Communication and Collaboration (UCC).

1.1.1 MARKET OPPORTUNITY

FIGURE 1 INCREASING USE OF VIDEO AS A TOOL FOR ENTERPRISE COMMUNICATION AND COLLABORATION TO FUEL THE GROWTH OF THE ENTERPRISE VIDEO MARKET

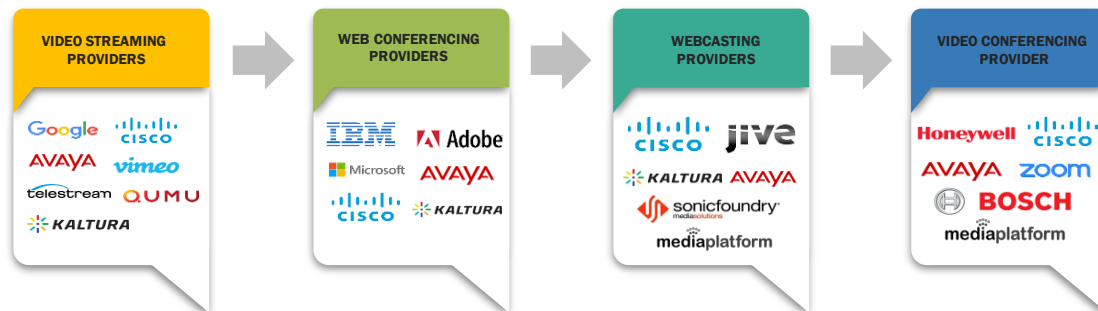


- Increasing use of video as a tool to facilitate corporate communication, knowledge sharing & collaboration, training & development and marketing & client engagement is expected to offer growth opportunities to the enterprise video market in the coming years.
- The marketing & client engagement application segment is expected to reach USD 4.62 billion by 2022 at the highest CAGR of 23.8% during the forecast period.
- The knowledge sharing & collaboration application segment is expected to grow at a CAGR of 20.5% from 2017 to 2022.
- The corporate communication segment of the enterprise video market is estimated to account for a share of 31.2% in 2017.

1.1.2 MARKET ECOSYSTEM

The ecosystem of the enterprise video market consists of video streaming, web conferencing, webcasting, and video conferencing providers. The figure below highlights the major players in the enterprise video market offering these delivery modes.

FIGURE 2 ECOSYSTEM: ENTERPRISE VIDEO MARKET



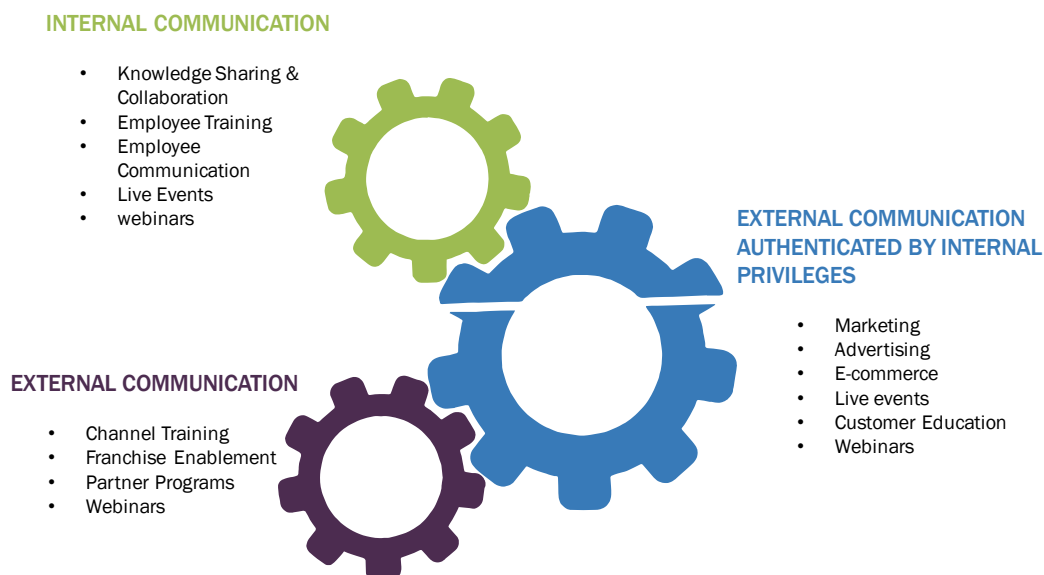
- Video Streaming Providers: Google, Cisco, Avaya, Vimeo, Telestream, MediaPlatform, Kaltura
- Web Conferencing Providers: Adobe, IBM, Avaya, Microsoft, Cisco, Kaltura,
- Webcasting Providers: Cisco, Kaltura, Jive, Avaya, Sonic Foundry, MediaPlatform
- Video Conferencing Providers: Honeywell, Cisco, Avaya, Bosch, MediaPlatform, BT Group PLC

1.1.3 ORGANIZATIONAL VIDEO COMPETENCE: A MUST-HAVE CAPABILITY

Video helps enterprises remove barriers and communicate more effectively. It is comparatively a more engaging and compelling medium than simple text. Enterprise video is enabling enterprises to gain competitive advantage by achieving efficient communication with reduced operational time and cost, reduced time in knowledge sharing, improved productivity, better team morale, better record keeping and compliances, and faster communication during the crisis management. To achieve these competitive benefits, enterprises must carefully plan their video journey.

Enterprises need to ensure that they are able to reach the targeted audience through their enterprise video solutions. Security of the information being shared through videos is the most sensitive aspect. Videos must be accessible to the employees but at the same time should be prevented from unauthorized access. Enterprises must invest in the right tools which are easy to use to generate Return on Investment (ROI) through video campaigns. Enterprise video portals must include advanced search options to enable employees to use videos easily. This can be done by creating knowledge repositories to share information. Enterprises also focus on integrating video platforms across all the existing infrastructures.

FIGURE 3 ORGANIZATIONAL VIDEO COMPETENCE: MAJOR ENTITIES



Enterprises need to ensure that video content is brand relevant, engaging, and consistent. Enterprises must establish corporate policies concerning to web publishers and content contributors, develop existing workflows to accommodate the production and publishing of videos, and develop stacks which support both policies and workflows for efficient and effective scaling of enterprise video.

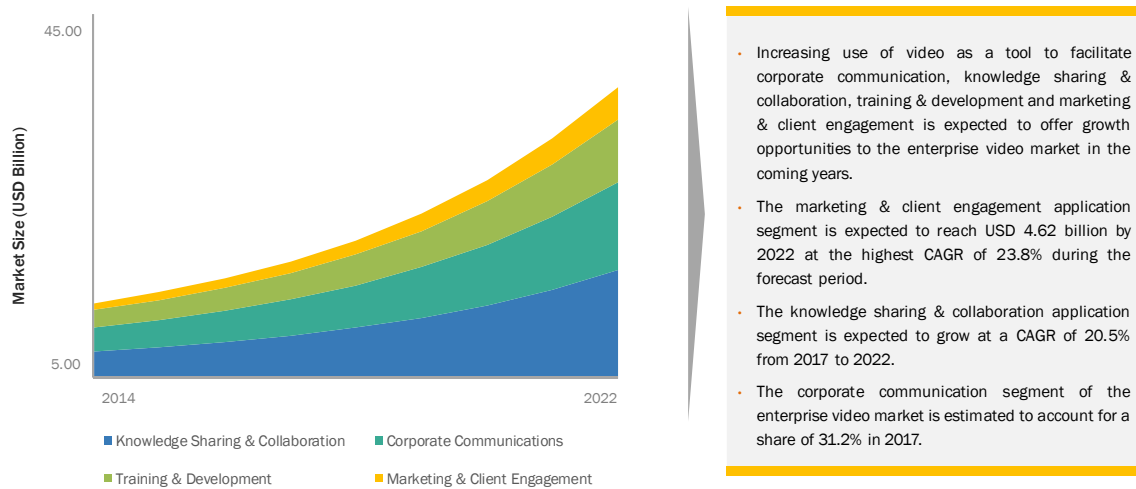
Quality with consistency is the critical parameters for a successful enterprise video strategy. Brand governance, process management, and workflow management must be given adequate importance while designing this strategy

2 HOW VIDEO PLATFORMS ENHANCE COMMUNICATION ACROSS ENTERPRISES

Enterprise video adoption across industries is growing at a significant pace. It helps in linking remote locations, thereby reducing complexity in communication within enterprises.

According to the research studies conducted by MarketsandMarkets, key application areas of enterprise video are corporate communications, training & development, marketing & client engagement and knowledge sharing & collaboration.

FIGURE 4 ENTERPRISE VIDEO MARKET SIZE, BY APPLICATIONS, 2014–2022 (USD BILLION)



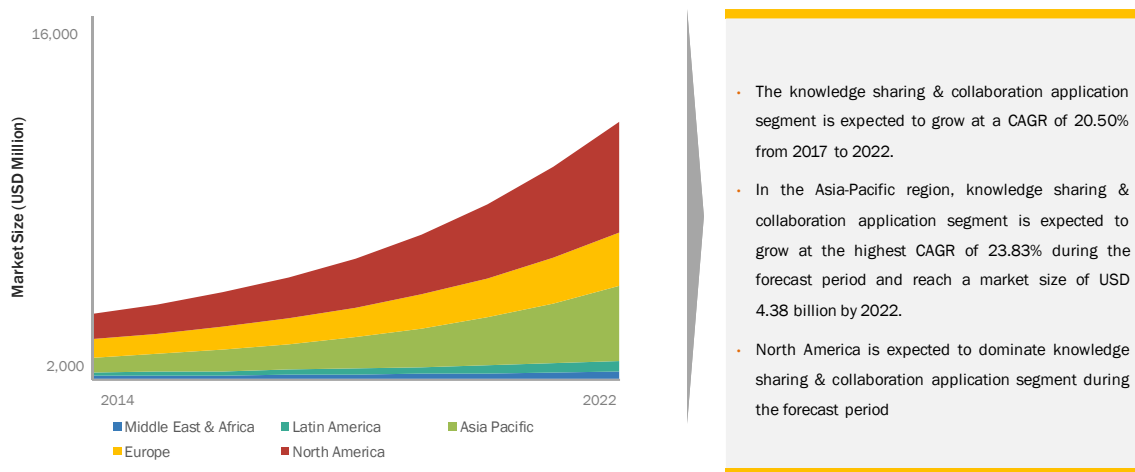
Source: Experts' Interviews and MarketsandMarkets Analysis

2.1 KNOWLEDGE SHARING AND COLLABORATION.

Presently, most large enterprises operate globally. As such, their employees are geographically spread across multiple time zones and locations, thereby limiting their capability to share information with each other face-to-face. Thus, videos are becoming a vital medium to improve knowledge sharing and collaboration among employees having expertise in different fields.

Videos enable employees to exchange innovative ideas with each other in an engaging way. They ensure collaboration among different teams spread across the globe by delivering authentic messages. Videos also enable the flow of knowledge among employees in enterprises, thereby inspiring them and enhancing their productivity.

FIGURE 5 KNOWLEDGE SHARING & COLLABORATION: ENTERPRISE VIDEO MARKET SIZE, BY REGION, 2014–2022 (USD MILLION)



Source: Experts' Interviews and MarketsandMarkets Analysis

Enterprises can launch their own social video portals, which are easy to deploy and customize. These portals allow employees to contribute and access the video content safely and securely. It also enables them to create, upload, manage, share, surf, explore, and access live and on-demand videos, presentations, meeting recordings, and other rich media content. These social video portals of enterprises ensure collaboration and knowledge sharing among employees and internal promotions. They bridge the gap between different levels of enterprises by sharing workflow via videos. Enterprises can also make some value addition to these social video portals for enhanced user experience and embedded control and governance.

Several enterprises have already set up these social video portals and have been leveraging them for displaying their work, collecting feedback, providing new product training, displaying customer presentations, sharing meeting recordings, reaching the global audience via on-demand videos, promoting enterprise-wide initiatives, and exploring and resolving support issues.

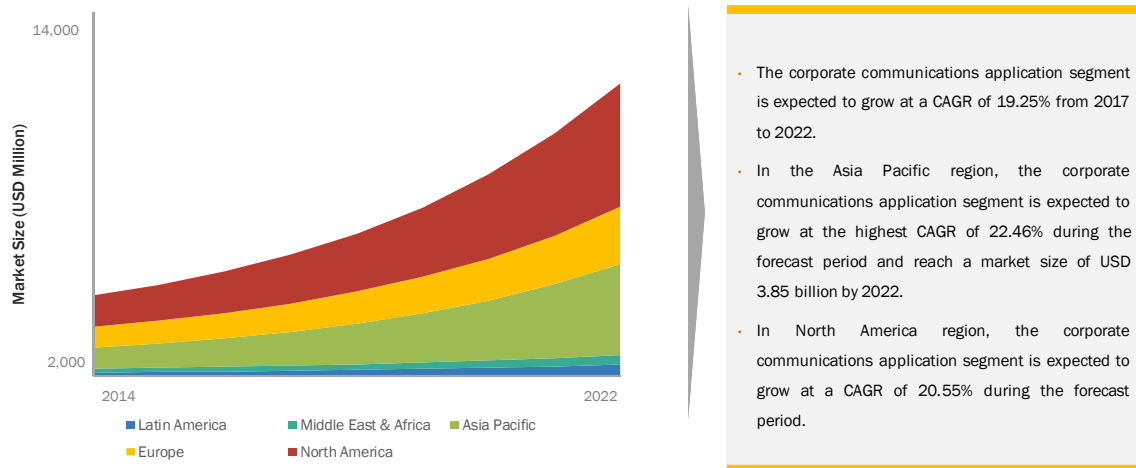
Enterprises are also focusing on utilizing the full potential of video by investing in social business tools to integrate videos with their business applications and intranet sites. Videos make knowledge accessible to internal and external stakeholders anytime, anywhere, and on any device.

Videos have transitioned from Flash to HTML over the time. Flash has been enabling delivery of rich audio and video content for the past ten years. In October 2014, World Wide Web Consortium (W3C) launched their new HTML specification (HTML5), which supports on-demand videos and streams live videos. Enterprises can derive increased value from their web-meetings and webinars by centralizing their web-meetings, webinar recordings, team meetings, CXO announcements, town halls, corporate events, live training webcasts, and video conferences, and storing them in their central media repository. This also enables enterprises to easily publish all videos on their social videos portals.

Enterprises can also outsource media repositories for easy management of rich media. They can also integrate their live webcasting capabilities with their social video portals to boost enterprise communication. Videos enable conversion of the knowledge and expertise of employees of an enterprise into reusable resource using Employee Generated Content (EGC) tools. These tools allow employees to create tutorials, how-to content videos, sales success stories, and expert advice.

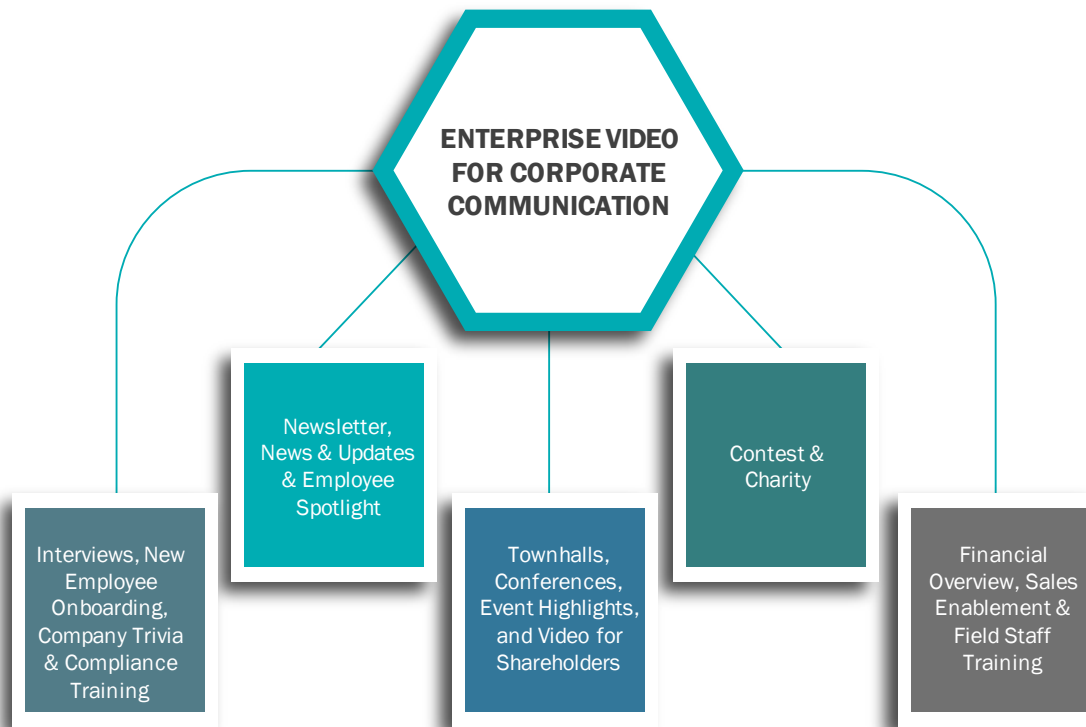
2.2 CORPORATE COMMUNICATION:

FIGURE 6 CORPORATE COMMUNICATIONS: ENTERPRISE VIDEO MARKET SIZE, BY REGION, 2014–2022 (USD MILLION)



Source: Experts' Interviews and MarketsandMarkets Analysis

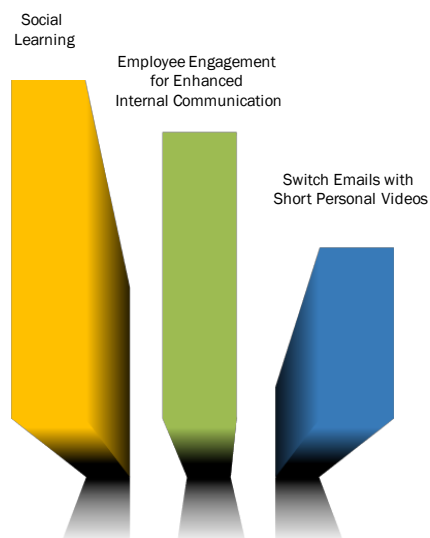
There has been a transformation of the corporate communication due to the availability of better alternatives such as video conferencing and live chat in the market. According to studies conducted by 3M Visual Systems Division (US), humans process and remember visual content in a better way as compared to textual content. Text-heavy modes of communication require a lot of time and effort to convey the desired information, and even the chances of the message being read and communicated as desired are less. This has led to the increased adoption of videos for corporate communication as they enable enterprises to share their finest practices with others and quickly seize innovative ideas. Following are the ways in which video can be used for effective corporate communication:



Social Learning:

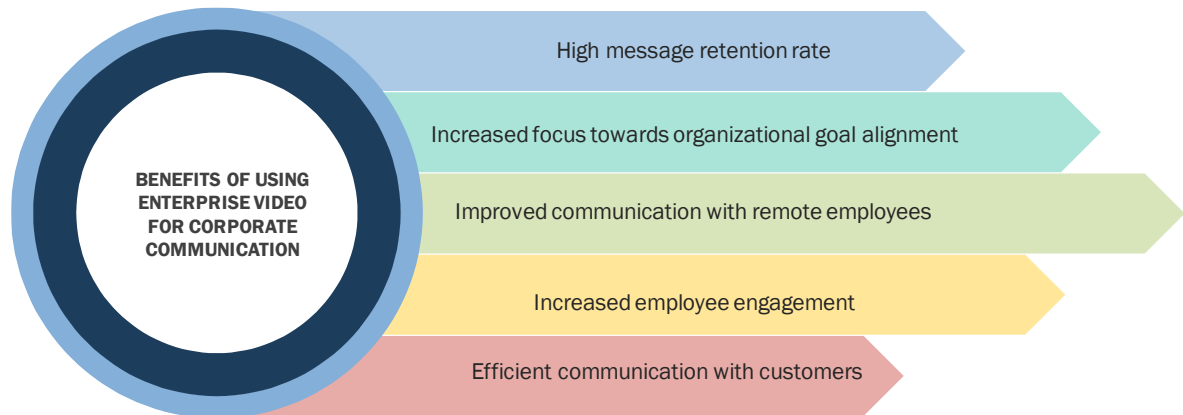
Social learning in enterprises can be achieved through informal expert conversations. It is the most effective way for employees to learn from each other and share knowledge, which leads to building-up of competitive advantage for enterprises. However, for social learning, enterprises require experts, who are available all the time to answer questions of employees. This has led to the recording and making of videos by enterprises that can be accessed anytime, anywhere, and by any device such as a laptop, a tablet, or a smartphone.

The content available in the form of videos helps employees to look for the information of their interest. They can also record their ideas, demos, and reviews, among others, thereby enabling employees to share knowledge and tactics and gain information from other employees and teams that are placed at different geographic locations. Even meetings and presentations can be recorded and shared in the video format to all the concerned employees to enhance the business alignment.



Employee Engagement for Enhanced Internal Communication:

It has been observed that in large enterprises, gaps often exist between senior management and the workforce. Thus, it is very important that corporate communicators maintain connections between the C-Suite and employees. Emails and newsletters are not considered an effective form of communication to achieve this goal. If internal communication departments of enterprises start the practice of recording videos, which is accessible to the sales team either on-demand or live webcast, it is expected to lead to the bridging of the gap between the management level and employees as video-based announcements are easily shareable and highly engaging for employees.



Switch Emails with Short Personal Videos:

Minutes of meetings, document reviews, and status updates can be shared through short videos of two to three minutes duration or via face-to-face chats with ease, thereby reducing the efforts involved in lengthy emails. Videos are being increasingly used in enterprises to replace face-to-face communication, thereby reducing chances of misunderstanding due to misinterpretation of emails. Videos with human elements make the message increasingly interesting and easy to understand.

Thus, videos turn a static internal portal into an active and interactive one. They have the power to drive partners and employees back to the website of enterprises on a regular basis. Videos can be leveraged to educate partners about new products and services, leading to time and money saving on customer services. They are also used for communicating sales or special events of enterprises both, internally as well as externally.

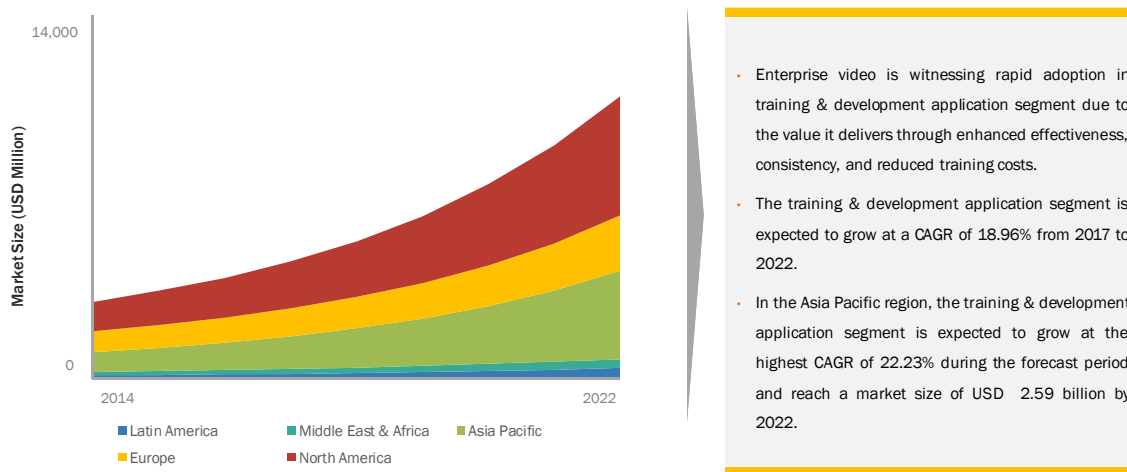
2.3 VIDEO USED AS A TOOL BY ENTERPRISES FOR TRAINING

Video training is a preferred medium of learning for employees as it has numerous benefits which include increased engagement of employees. It is being deployed by a number of companies such as IBM (US) and Microsoft (US) to train their employees. It is also supported by several leading analysts as a proven and effective mode of training. Even though video training offers various benefits and opportunities, several enterprises across the globe have been reluctant to adopt it. However, a number of enterprises have started recognizing the impact of videos on employee training (both, internally as well as externally), and have started adopting them in their training. Even analysts believe that video technology is helping enterprises provide training to their employees in an improved manner.

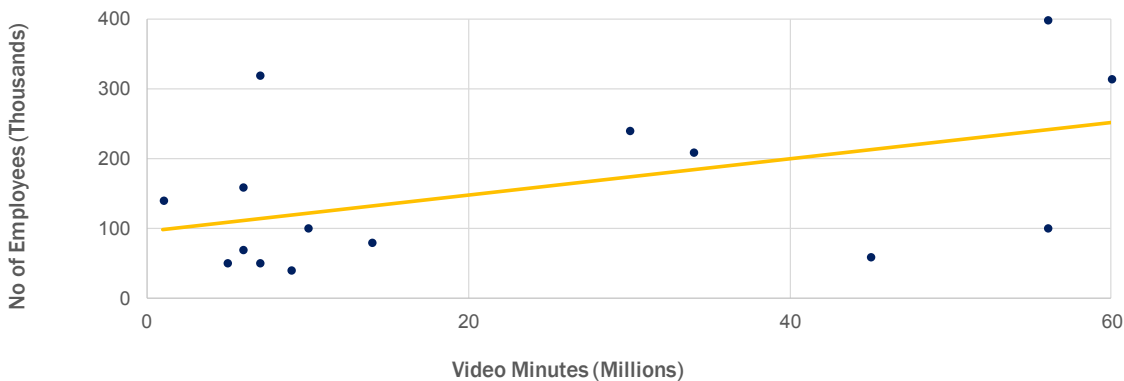
Professionals across the globe are using self-paced training material available on various portals, user-created videos, and courses provided by several learning communities to acquaint themselves with various processes being carried out by different enterprises. They enroll themselves in online discussion groups that support a business line. Professionals are also using online knowledge centers, which provide information in the form of videos, PDFs, and graphical data that can be retrieved through keyword searches.

Enterprise videos augment the efficiency of employee training and thus, significantly reduce training costs. Some of these benefits offered by enterprise videos in training employees are as follows.

FIGURE 7 TRAINING & DEVELOPMENT: ENTERPRISE VIDEO MARKET SIZE, BY REGION, 2014-2022 (USD MILLION)



RELATIONSHIP BETWEEN ORGANIZATION SIZE & USAGE

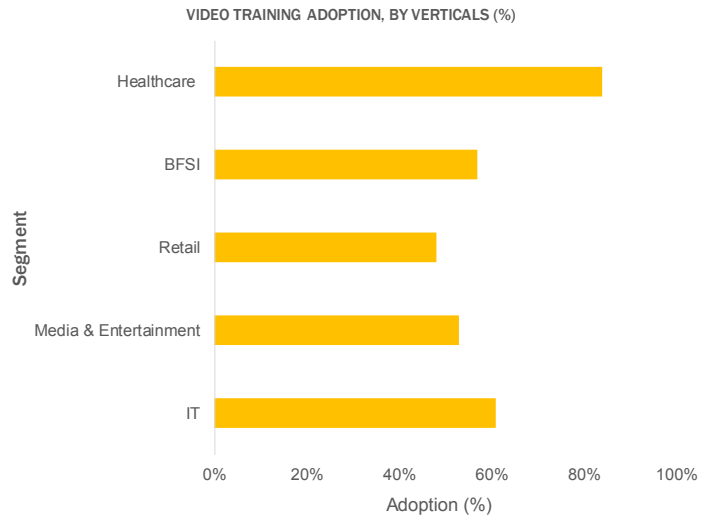


Enhanced Effectiveness:

Human memory is a key hurdle faced by all trainers in every enterprise and industry, globally. In most of the cases, employees tend to forget maximal of the material covered during training within some days of the training, which fades almost completely over the time. Out of all the mediums of training available, videos are the visually thought-provoking and multi-layered medium as they engage viewers in a way, which helps the information become engaging, thereby increasing its chances to stay in the memory of employees for a long time.

Reduced Employee Training Costs:

For the enterprises having a global presence, video-based training reduces expenditure on moving trainers from one location to another. Companies such as IBM (US) and Microsoft (US), among others are increasingly deploying video-based training for their employees to reduce training costs. It also upsurges knowledge retention rates. Moreover, video-based training condenses legal risks.



Consistent and On-demand Training:

Video-based training enables trainers to provide training to employees of enterprises anytime and anywhere depending on the convenience of trainees. This solves the issue of meeting-centric culture faced by trainers in organizations. Video-based training also allows learning, which is accessible to everyone. Moreover, as same videos are circulated to different employees, globally, there are no chances of inconsistent training material being delivered to different employees at different geographic locations. Video-based training provides valuable training experience to employees of enterprises and ensures that critical information is passed on to everyone concerned in the same way.

3 CHOOSING CORRECT PLATFORM FOR YOUR ENTERPRISE VIDEO STRATEGY

Initially, video platforms were considered by various enterprises as complex technical solutions that required continuous maintenance and custom integration. However, presently, they are considered as the low cost, free solution that can be leveraged by anyone ranging from a school student to a professional. Video platforms allow easy creation, management, and monetization of videos online. Enterprises planning to adopt video strategy need to achieve a balance between the modern scalable, agile, and open platforms and proprietary analytical and reliable sophisticated solutions for the profitable delivery of videos. This combination is a necessity to deliver videos securely inside and outside the controlled enterprise networks.

Enterprise video platforms have a wide scope for deployment across various enterprises for both, internal as well as external applications. These platforms are used in multiple sectors. They empower different departments such as sales & marketing, human resources, finance, research & development, investor relations, and product management of enterprises. They also enable all these departments to engage the entire workforce from top to bottom and organize work in a way to achieve all pre-determined goals.

Enterprises have used video in many different ways to facilitate internal and external communication. When an enterprise adopts a video platform, it is a very critical aspect for them to optimize the visitor traffic. When multiple employees log on a video platform to access live videos, it leads to visitor traffic overload, and exhaustion, if the network is not designed for such a high traffic. The increased use of HD videos without network bandwidth expansion is expected to worsen the situation further. The trend of using video platforms on the license as Software-as-a-Service (SaaS) is increasing across the globe, and any capacity overload for the network can lead to falling productivity. Hence, video platform solutions need to be intelligently designed and implemented to provide a high-quality, engaging experience to each and every user without having any unwanted network failure that can reduce productivity.

The basic requirement of the hour is to provide videos on any platform or any device. The present learning management solutions and telepresence systems are unable to cater to this requirement of users. Moreover, with increasing threats such as hacking, enterprises need to protect their videos both, internally as well as externally.

Enterprise videos are playing a crucial role in imparting training to employees, and marketing services and products offered by enterprises. However, enterprise videos without strong content cannot add any value to the enterprise. Enterprise videos enhance the quality of customer engagement, but it is the content on which the success of a campaign initiated by an enterprise relies. If the video content is impressive and engaging, only then it gets the attention of customers or employees. The content of video should be an impressive combination of text, images, and intelligent media.

Enterprises leveraging videos are using a combination of high-quality videos and active graphics, based on predictive analytics to deliver a personalized experience to a visitor based on his or her preferences. Omnichannels marketing campaigns are designed to reach the right person to deliver the right content at the right time through the right channel. Thus, video platforms play an important role to meet all these functionalities. They ensure that the entire real-time process is optimized in such a way that the targeted users are provided with precise and quality content to measure the success of the user-video engagement. These platforms also customize the content experience based on preferences of users to provide rich and interactive experience and respond to customer feedbacks and queries.

This gives rise to the need for video platforms being interoperable with different Content Management Systems (CMS) and marketing automation systems to provide robust inter-device support to users. Video platforms should enable marketing teams to easily store and search user histories and individual

preferences to serve them in an improved manner. If the marketing campaigns are interactive and directly targeted to the right customers, video platforms are expected to increase their success rates.

One of the critical competitive parameters to have a profitable and successful deployment of video platforms is to deliver cost-effective and easy to create and customize experiences that engage users. While choosing video platforms, enterprises must ensure that they are easy to handle and manage. Moreover, they should be agile and capable to instantly put feedback of users into action by realigning the campaigns. The video platforms should be capable of handling a combination of workflows comprising a mix of on-demand and live videos.

Though, enterprise videos offer a strong package of value proposition their full value can be leveraged only when video platforms are capable of providing a complete range of functionalities to fulfill changing requirements of users. Vendors are gearing up to provide robust video platforms that deliver the essential functionalities and cater to the changing requirements of users.

4 FUTURE OUTLOOK

The enterprise video market is witnessing a rapid growth due to increased demand from various enterprises to have an operational and intellectual control of their digital assets. The emergence of new technologies is expected to further fuel the growth of the enterprise video market across the globe in the coming years. As videos are considered a prominent part of technology strategies of enterprises, the technology trends set by large enterprises are expected to positively impact the growth of the enterprise video market in the coming years.

Focus of Enterprises on Collaboration Tools

Enterprises are looking for improved ways to communicate and work with each other. This is leading to a significant growth of technology-based collaborative platforms. For instance, Slack, which is one of the leading messaging platform providers for businesses, has transformed the way enterprises communicate with each other. It has transformed communication between enterprises from simple text messages to an interactive mode of conveying information through file sharing. Similarly, videos are already being leveraged for enterprise collaboration. It is expected that in the coming years, enterprise videos would more focus to serve purpose of unified communication on personal connection and video portals.

Mainstreaming of Virtual Reality (VR) and Augmented Reality (AR)

Virtual reality (VR) and augmented reality (AR) have started witnessing increased mainstream use by enterprises while yet being in initial stages of their development. The deployment and adoption of these devices are expected to increase in the coming years as the next step of the transformation of videos is virtual reality (VR). Leveraging virtual reality (VR) for business functionalities such as remote management, training, and sales is expected to benefit enterprises in a significant way in the future. Large enterprises have started utilizing virtual reality (VR) tools such as Google Cardboard, which are less expensive, for marketing their core business processes.

Artificial Intelligence (AI) and Analytics Driven Decisions

Business processes are continuously improving due to their increasing automation. Technologies such as machine learning and Big Data analytics have been leveraged by enterprises to improve their end-to-end business processes. Video analytics are expected to be used in a number of ways than just counting who watched the video, from where, and for how long. They are expected to be used to add a number of other functionalities such as interactive video quizzes in enterprise videos. These video analytics are also expected to enable enterprises to track, analyze, and learn from the information made available by videos, thereby leading to the enhancement of their business processes. These analytics are likely to provide improved knowledge to enterprises about the behavior and requirements of their target audience.

Hyperconverged Infrastructure Pulling Things Together

Presently, Hyperconverged Infrastructure (HCI) is gaining momentum across different industries to integrate computation, storage, network, and virtualization resources and other technologies. Video platforms can be consolidated into a single system, which has strong capabilities to handle live videos, video-on-demand, and multi-purpose and multi-department internal and external videos. This is expected to make the process of searching and sharing video content easy, thereby encouraging reuse of resources.

Video Platform-as-a-Service (VPaaS)

With the emergence of resources deployed as a Service, even videos can be moved to the cloud, thereby relieving internal servers from the load and enabling easy and mobile access to the content on the cloud. Video Platform-as-a-Service (VPaaS) is an option for enterprises, who are aiming to integrate videos with their products and services. VPaaS can reduce complications related to large-scale management of videos. VPaaS is increasingly being deployed by the enterprises that do not have their own video platforms. VPaaS solutions offer benefits such as flexibility, scalability, and prompt global delivery of content.

5 MEDIAPLATFORM'S ROLE

MediaPlatform Inc. was founded in 2005 and is headquartered in California, US. In May 2010, the company changed its name to MediaPlatform, Inc. from Interactive Video Technologies, Inc. The company is known to provide enterprise webcasting platform that enables on-demand video and live webcasting for organizational functions such as corporate communications, training, marketing, and CEO town halls. The company has customers across varied verticals such as consulting, energy, financial services, government, manufacturing, pharmaceutical & healthcare, and telecommunications. Adobe Systems (US), First Data Corporation (US), Phillips 66 (US), Sprint Corporation (US) are some for the customers of the company. As of 2016, the company had 54 employees.

5.1 MEDIAPLATFORM OFFERINGS

MediaPlatform's wide portfolio of products include WebCaster, an enterprise live video streaming platform. With this platform, organizations can provide live CEO town hall, corporate training, and marketing webcasts. Key features of WebCaster include customization options, readily available webcast templates, ability to stream on mobile devices, and real-time analytics. MediaPlatform PrimeTime is an on-demand video portal, which helps customers to improve corporate communications and enhance training, and is accessible via any desktop, tablet, or smartphone. The company also offers SmartBridge, a video conferencing gateway for real-time video collaboration, live streaming, and on-demand video content management. SmartBridge enables users of video conferencing systems of companies such as Pexip, Hive, Jive, Polycom, Cisco, BlueJeans, and others to webcast interactive CEO town halls to large audiences and stream video meetings. Another offering of the company is SmartPath, a webcast distribution technology that enables enterprises to webcast to any user, regardless of location or underlying content distribution technology. SmartEdge offered by the company is an enterprise Content Delivery Network (eCDN) that focuses on the acceleration and optimization of live and on-demand HTTPS video delivery across corporate networks. Features of SmartEdge include secure streaming, HD on-demand video, and live webcasts to any PC, tablet, or mobile device. The company's products are integrated with Microsoft SharePoint, Skype for Business, and WebEx.

The company offers Video Business Intelligence (VBI), a video QoS and QoE dashboard which offers the prescriptive and predictive analytics for live streaming in enterprises. The company also offers Webcast Event Services to enterprises across all industries, helping them create engaging, interactive live webinars for corporate communications, marketing, and training. The company offers security solutions to keep the customer data secure using various security measures including single sign-on authentication.

MediaPlatform's solutions and products offer various deployment options such as Software-as-a-Service (SaaS) offering, hybrid SaaS, or on-premises hosting. The company offers global telephone and email technical support options. The 24*7 support is available for priority level one issues. Priority Level 1/Urgent is a situation where the software is inoperable or if a critical function is not working correctly.

6 CONCLUSION:

Video communication has become defacto-standard for effective communication across organizations. Over the past decade, the enterprise video market has evolved, resulting in new aggressive ways to conduct business communication. Currently, enterprises are driving both the investments in and the use of enterprise video solutions for communication. The growing mobile business environment and democratizing content creation are fueling interest in embracing video as a tool to promote, advertise, collaborate, train, and share knowledge. However, it is very important for organizations to effectively plan and execute their enterprise video strategy to leverage numerous business advantages brought by efficient and effective communication. Communications using video is gaining popularity and the users need to ensure that their video strategy does not turn into a possible disaster.

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