

MediaPlatform

Enterprise Video Buyers' Guide



Buyers' Guide: How to Choose the Right Enterprise Video Tool for Your Use Case

While enterprise webcasting solutions have been widely deployed among large enterprises for more than a decade, confusion among enterprise video buyers remains prevalent. Whether wading through features, staying abreast of key changes in the industry, or simply trying to differentiate among seemingly identical solutions, the effect can be daunting and potentially damaging. According to Gartner Research, "application leaders and video stakeholders ignore the differences inherent in video use cases resulting in event outcomes that fall short of expectations." In this buyers' guide, we'll outline the top enterprise video applications and the core functionality of the major categories of enterprise video solutions. But first, let's take a step back and understand the forces driving interest in enterprise video adoption.

Why Is Video Such A Hot Topic For Businesses?

Online video has already changed the way that most of us shop, learn and connect. As consumers, we are watching a staggering amount of video; every day nearly 2 billion users watch more than a billion hours of video a day on YouTube¹ and more 2 billion people are watching video on Facebook². By next year, one million minutes of video content will cross global IP networks every second (³ Cisco VNI).

Our video habits carry over into the workplace, where employees now expect to see video inside of the organization⁴. And it's no wonder why; people reportedly remember only 20% of what they read compared to 80% of what they see and do⁵, and according to Forrester Research, 75% of employees prefer it saying they are more likely to watch a video than to read documents, emails or web articles⁶. That same Cisco VNI projects that video will account for 73% of all business Internet traffic by 2022.

The good news is that there are a growing number of options geared specifically to enabling enterprise video communications. These solutions and services can be organized into categories, each designed with specific users and use cases in mind. Depending on how you want to use video, there's an optimal solution for the primary enterprise video applications.

Top Enterprise Video Applications



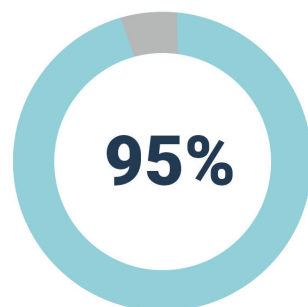
Executive Presentations

CEOs and top executives understand the power of video to connect, engage and inspire geographically dispersed and culturally diverse global workforces. Considering [72% of employees](#) don't have a full understanding of the company's strategy, and 74% of employees have the feeling they are missing out on company news, these leaders know that frequent live, interactive video communications hold the power to connect employees with company mission on a personal level. Used thusly, live video broadcasts can directly impact productivity, reduce recidivism, and attract the next generation of top and increasingly video-savvy talent. Enterprise Video Platforms are the best fit for this use case.



External Video for Advertising/Revenue

Video is one of the most powerful tools in the modern marketing team's arsenal. Buyers are 75% more likely⁷ to make a purchase after watching a video. Marketers are increasingly shifting advertising budgets away from traditional media to online advertising, and video-rich ads out-perform static ads by wide margin; in fact, people are 65% more likely to purchase a product or service online after watching a video⁸. Video has become core to how we shop today; consider that 95% of people have watched an explainer video to learn more about a product or service, and 69% of people have been convinced to buy a piece of software or application by watching a video⁹. Online Video Platforms are the best solution for this need.

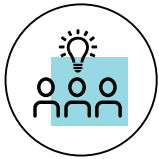


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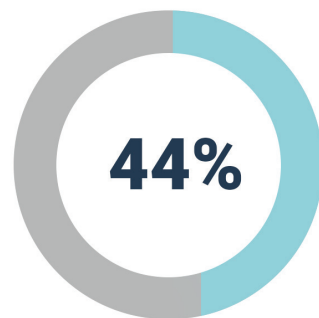
Employee Training

Providing video-based training is as much a win for employers, who can dramatically reduce the expense and time needed to create and deliver training, as it is for employees, who increasingly expect to be able to enhance their careers, knowledge and effectiveness via video-based information. The younger workers are, the more they expect to use video-based information to learn, research and enhance their skills. A Wainhouse Research survey found that 44% of Millennial-aged workers believe their company communications are outdated and that only 25% of them had receive a video message in their company¹⁰. Video-on-Demand Portals are the best fit for this application.



Collaboration

This is a dynamic part of the enterprise video landscape that has seen tremendous energy and change over the last decade. Once the exclusive domain of providers like Webex, now major players like Microsoft and new players like Zoom offer cloud-based software platforms that allow anyone with a webcam to enjoy face-to-face video calls without needing traditional video conferencing hardware. These tools are optimal for allowing a small number of people to share video, screens, applications and to use presence and chat to make routine business meetings. Collaboration tools are ideal for the meeting use case.



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VIDEO SOLUTIONS AND THEIR CORE PURPOSE

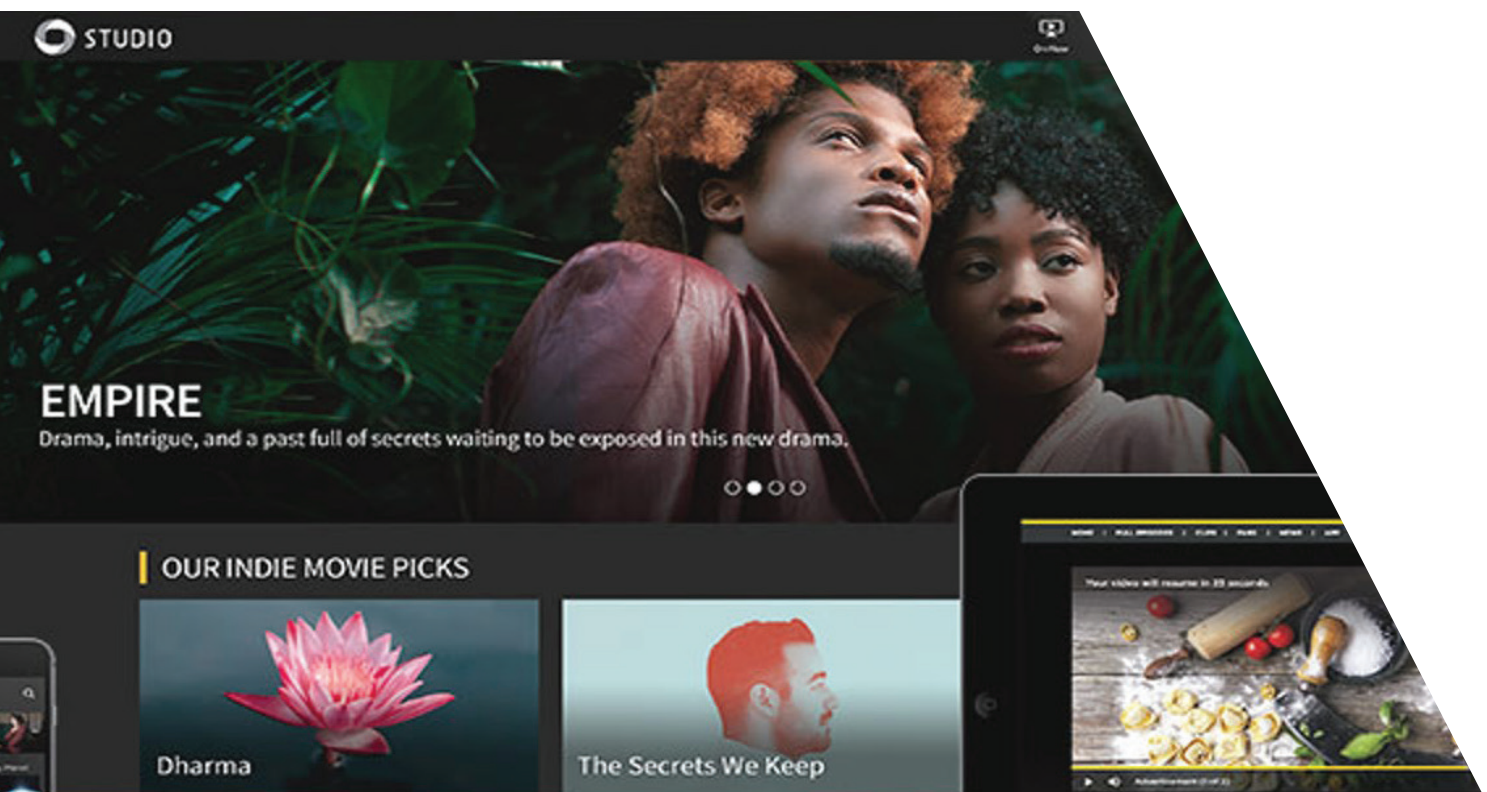
Enterprise Video Platforms (MediaPlatform, Qumu, Vbrick)

- **“Video for Internal Communications within the Enterprise”**
- **Primary Users: Global 2000 Corporations**
- **Core Workflows:**
 - High stakes live events – including lobby/registration/communications, audience interaction (Q&A, polls, chat etc.)
 - Enterprise Video Content Management – viewer authentication, role-based permissions, searchable portal, multi-level security
 - Video Delivery Behind-the-Firewall – centralized management and analytics for edge caching (some: third-party video delivery solutions) – both live and on demand
 - Analytics – Integrated viewing and network Quality of Service analytics (some: quality of experience, audience sentiment)
- **Integrates with:**
 - Professional video and video conferencing sources
 - Corporate network infrastructure
 - LDAP/Active Directory Services
 - Third-party video delivery solutions (CDNs, peering, multicast)



Online Video Platforms (Brightcove, Ustream, Ooyala)

- **“Video for Internet Advertising and Monetization”**
- **Primary Users: Content Creators, Advertising Agencies/Brands**
- **Core Workflows:**
 - Direct-to-consumer online video advertising
 - Syndicating online video ads across multiple paid and organic channels including partner websites, social media and 3rd
 - Track delivery success and monetization by asset and channel for ad spend ROI
 - Automated creation of video-rich, personalized experiences for consumers on websites
- **Integrates with:**
 - Advertising and Server platforms
 - Content Syndication platforms
 - Online Video Editing platforms
 - CMS Systems
 - Monetization metric platforms



Video-On-Demand Platforms (Moving Image, Panopto, Vidyard)

- **“Video for Corporate YouTube Portals”**
- **Primary Users: Enterprise, Education, Public Sector**
- **Integrates with:**
 - Learning Management Systems
 - Unified Communications Sources
 - Video Captioning Services
- **Core Workflows:**
 - Corporate YouTube – Centralized, searchable portal with multi-language captioning to increase community, inclusivity
 - Training – employees and students can search and replay recorded videos to time- and place-shift learning opportunities
 - Customer Support – Online videos give users intuitive instructions and reduce support calls



Collaboration Tools (Zoom, Webex, Microsoft Teams/Stream)

- **“Video in Meetings”**
- **Primary Users: SMB, Enterprise, Education**
- **Core Workflows:**
 - Use desktop plug in to access cloud meeting application
 - Share IP-based video and audio in meetings using computer or device
 - Combine with other collaboration capabilities like presence, screen sharing
 - Record video-rich meetings in application cloud for playback or sharing
- **Integrates with:**
 - Desktop webcam and audio devices
 - Workspace and email applications for scheduling
 - Content sharing applications

NOTE: Excludes Microsoft Teams/Stream – 0365 only; no integration or APIs available

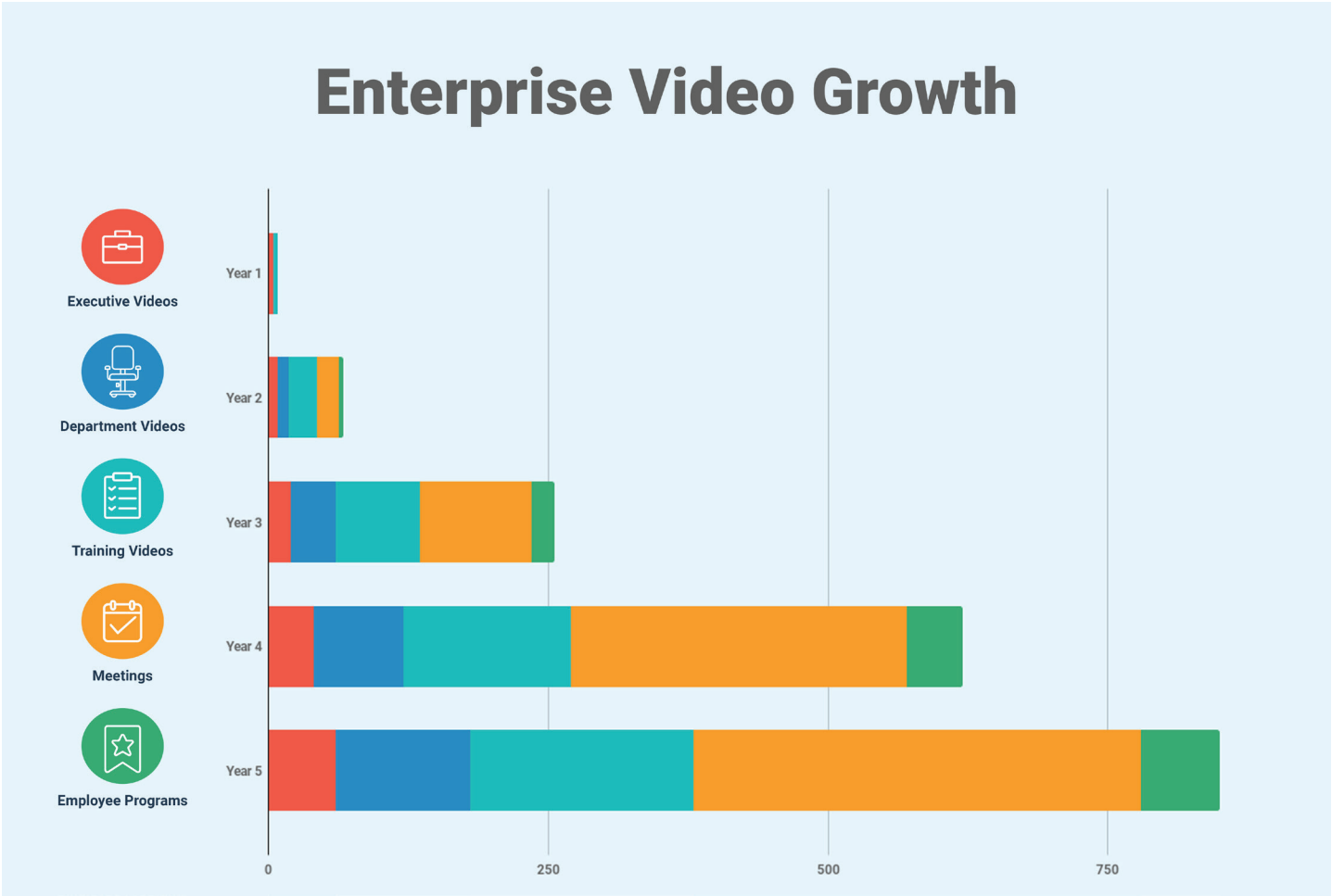


OTHER CONSIDERATIONS



Plan for Success

Once you’ve chosen the right tool for your application, you’ll want to plan for success. Keep in mind that the tool you select may not be the tool you need later when, for example, your company is creating hundreds of live events a year and is managing thousands of recorded video assets. MediaPlatform’s customers are in vanguard of live, internal webcasting use which has given us nearly a decade to chart some interesting and fairly consistent growth patterns.



Source: MediaPlatform System Statistics

In the first year, live webcasts are usually focused on executive broadcasts – such as CEO Town Halls and All Hands meetings. Once the CEO establishes a live video culture, other executives take note and use live webcasts for department- or business unit-wide communication and updates. During this time, IT, HR, Product Management and other functional teams embrace live webcasts to rapidly train and educate globally dispersed workforces. We next see meeting organizer webcasting routine meetings to online audiences, and to increasingly smaller audiences as confidence grows. Once video has been established for communications, training and productivity, creative teams embrace its use for employee programs that help bring workers together in a shared, online community and experience.



Understand When you will Need a Video Delivery Solution

Many vendors breeze over the fact that their solutions don't provide video delivery behind-the-firewall, instead referring you to a third-party peering or multicast partner. Be aware that these solutions require corporate IT support, approval and usually carry a hefty enterprise-wide deployment load and cost. Without a solution that optimizes internal bandwidth, the only way to get video to viewers is to give each user a 'unicast' stream. As long as your company's video use is mostly on-demand, this may suffice. Once your organization launches live, company-wide broadcasts however, as few as 500 people at a campus trying to watch a high-quality live webcast could overload even your HQ network. Delivering high-quality video across corporate networks that were never designed to carry it is a significant challenge requiring best of breed tools and expertise. It is done all the time by the industry's top business broadcasters, but it's successful because of advanced networking capabilities, knowledge and analytics.



Be Realistic about the Support You'll Need

If you're using a desktop collaboration application for meetings, online help or 24-hour turn around trouble tickets may be exactly what you need. If you're running high-stakes, live executive broadcasts to thousands of simultaneous viewers, you need technical experts on call and maybe on site who can diagnose and remedy issues before viewers are impacted. Large corporate networks are complex, and any single item overlooked – such as a routine desktop software update – can mean the difference between failure and success.

WHAT'S THE COST OF NOT USING VIDEO IN YOUR WORKPLACE?

Many industries consider having a video-centric communication and training culture an essential part of their digital transformation. Industries with a high concentration of knowledge workers – such as financial and professional services, technology and health sciences – recognize that not having online video knowledge, productivity tools and communications will hurt their ability to attract the world's best talent. Gartner warns: "Enterprises that continue to neglect video will be unable to exploit a new, video-literate talent pool that will create competitive advantage," and Wainhouse advises that companies that embrace video "are likely to garner competitive advantage as video...is viewed more favorably by youngsters worked coveted by most employers."

Video also is tied to employee engagement, with 62% of all companies surveyed¹¹ strongly agreeing that video "enhances viewer engagement." Employee engagement has a measurable impact on the bottom line: a Gallup poll revealed that engaged employees result in 21% higher profitability.¹² Multiplied across a workforce of thousands of knowledge-industry worker salaries and the annual return quickly heads into millions of dollars.

The bottom line: there's no time like the present to jump into the enterprise video pool. Video will positively impact your employees and your bottom line, and the range and availability of tools is rich and growing. Take advantage of vendors' willingness to get your started – whether trying a Freemium offering, asking for a product demonstration or trialing solutions on a single-event basis.

About MediaPlatform

MediaPlatform is a leading enterprise video platform enabling large-scale live streaming and on-demand video that companies use to engage remote employees, empower and motivate workers by giving them the power to rapidly self-educate and share knowledge, and attract and keep top talent. MediaPlatform gives customers an end-to-end solution and world-class services so they can use their networks for business broadcasts, consolidate disconnected video systems, accelerate their digital workplace transition, and gain insights into the reach and impact of their video communications.

www.mediaplatform.com

RESOURCES

¹ <https://www.brandwatch.com/blog/youtube-stats/>

² <https://sproutsocial.com/insights/facebook-stats-for-marketers/>

³ <https://www.cisco.com/c/en/us/solutions/executive-perspectives/annual-internet-report/index.html>

⁴ <https://www.enginecreative.co.uk/blog/improving-internal-communication-video/>

⁵ <https://blog.hubspot.com/marketing/power-of-visual-communication-infographic>

⁶ <https://www.business2community.com/brandviews/wyzowl/10-reasons-to-use-video-for-employee-training-and-development-02080170>

⁷ <https://www.hubspot.com/marketing-statistics>

⁸ <https://www.hubspot.com/marketing-statistics>

⁹ <https://www.wyzowl.com/video-marketing-statistics-2018/>

¹⁰ Wainhouse Research, State of the State 2019 - Enterprise Streaming and Webcasting Report

¹¹ Wainhouse Research, State of the State 2019 - Enterprise Streaming and Webcasting Report

¹² <https://news.gallup.com/poll/241649/employee-engagement-rise.aspx>

