What is Enterprise Video?

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Definition:

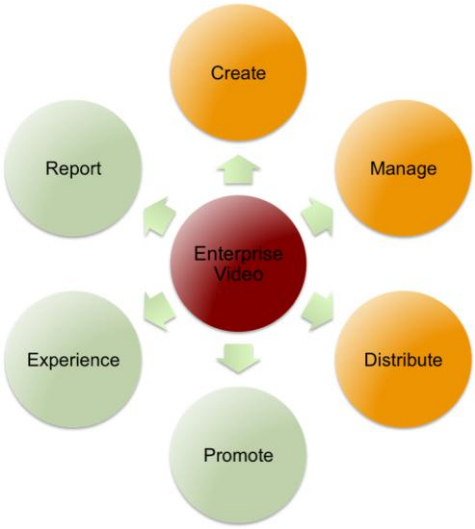
Enterprise Video is defined by the deployment of software and hardware that enables one-to-one, one-to-many, and many-to-many communication using video in a reliable, scalable, and secure way.

A fully realized Enterprise Video solution deploys the power of streaming video to combine the video technologies found in collaboration tools, video teleconferencing, and webcasting into an environment where the video assets and related rich media are managed through their life cycle - live, re-broadcast, on-demand, and archived.

Elements of an Enterprise Video Solution:

There are three IT/Infrastructure components and three People/Communications components that comprise an Enterprise Video solution.

The IT/Infrastructure components:



- ***Create*** - Video content and any other associated media (reports, graphs, slides) enter into the Enterprise Video solution workflow in this first step. Content may be new or brought in from existing sources. Some key capabilities of this component are the ability to accept multiple video formats (Windows Media, Flash, h.264) from a variety of sources (webcams, HD cameras, various encoders, video teleconferencing systems, collaboration tools) and to handle live broadcasting of the content and/or its storage for later broadcast or for use as video on demand or VOD.
- ***Manage*** - This IT/Infrastructure component refers to the handling of the video assets and their related media within the context of enterprise IT standards and practices and throughout the asset's life cycle. It includes classifying the asset by the stage in its lifecycle (live, re-broadcast, VOD, archived), determining who may access it by leveraging existing security (LDAP, Active Directory), and controlling how the recipients will be notified of new content (pushing alerts to web portals, email, and calendars).
- ***Distribute*** - This IT/Infrastructure component controls how the video content actually reaches the recipient via the Intranet or Internet. Video content tends to take a lot of bandwidth, and, in the case of live video, is particularly sensitive to performance degradation on the network.

For this reason, an Enterprise Video solution needs to have a way to reliably deliver video content in large volume.

The People/Communications Components:

- ***Promte*** – Video content needs to be "advertised" to potential recipients. In the corporate context, this means having the Enterprise Video system capable of providing integration to email, calendars, and syndication (RSS) feeds while also having a way to place content on either its own portal (web page) or integrate with the enterprise's existing employee portal, such as one based on Microsoft Sharepoint or IBM Websphere.
- ***Experience*** - Preparing a functional, reliable, and pleasing experience is critical to any Enterprise Video solution. The employee experience is mainly through the video player in most scenarios and the player environment should reflect company branding and identity and be easy to use. With live video, the employee experience also includes live feedback mechanisms like "Q&A" and polling that are made available from the player page. And, as organizations seek to increase the use of video, more and more are including "employee generated content" features that let them upload and managed content for the benefit of their peers.
- ***Report*** - Video is a powerful medium, but can be costly to produce and distribute. For this reason, accurate reporting on viewer statistics is critical. The reporting component provides critical feedback to the creators of the video message as to whether the content is reaching its intended target audience. A good Enterprise Video solution should have a feature rich report writer so that organizations can create their own reports.

What Does This Mean for the Enterprise?

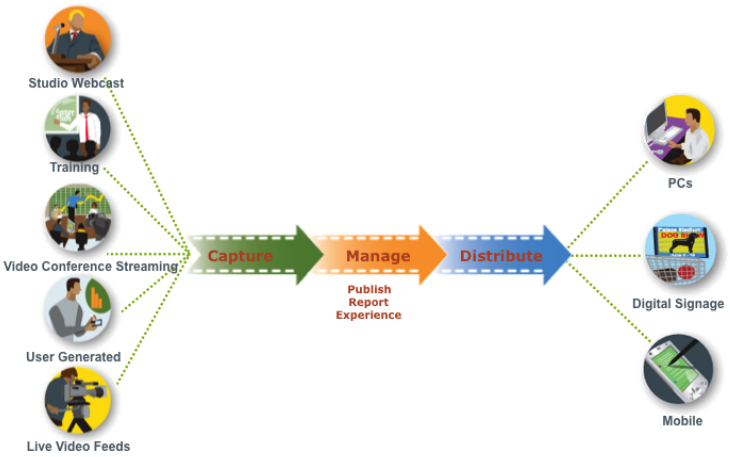
Over the past ten years, organizations have been trying hard to create effective video communication infrastructure at a reasonable cost, but have encountered serious difficulties due to incompatibilities between technologies (video teleconferencing versus streaming for example) and the "point" nature of video hardware and software products that fail to provide a complete solution.

Starting in 2008, however, due to the adoption of standards like the H.264 format and growing interoperability between technology providers like Polycom, Microsoft, AT&T, Riverbed, and Qumu, the Enterprise Video promise began to be realized.

Buyers of Enterprise Video technology need to look for the following attributes in solutions they are evaluating:

- ***Completeness*** - The solution must cover the "Create Manage Distribute" IT/Infrastructure components and the People/Communications components of Promote, Experience, and Report.

- ***No "Rip and Replace"*** - The solution must integrate with existing IT infrastructure. This means integration with enterprise LDAP/Active Directory, Single Sign On, DRM, and portal technologies and existing network (Intranet and Internet) content distribution capabilities.
- ***Future Proof*** - The solution must grow with future investments in LAN and WAN hardware, video teleconferencing systems, collaboration tools, and video use cases.
- ***Extensible*** - The solution must allow the creation of new applications and integration through a well documented, versioned web services based application programming interface (API) to allow the system to be extended in useful ways.
- ***Deployable*** - The solution must be fully "productized" and deployable in a manner that is compatible with current and future enterprise standards and preferences including SaaS, hardware appliances, virtual appliances, and software on enterprise hardware.



For a video on this topic visit: http://www.qumu.com/what_is_enterprise_video

About Qumu, Inc.

Qumu, the leader in Enterprise Video Communications (EVC), enables organizations to easily capture, manage, and distribute live and on-demand video content. The company provides a single web services based software solution that seamlessly manages all video applications, and leverages existing video, storage, teleconferencing, and distribution hardware and software infrastructure. For more information, visit www.qumu.com.