

# Video Platform Checklist

Top Capabilities Organizations should look for when selecting an enterprise video platform

**V**ideo is the most effective way for enterprises and brands to communicate with customers, users, and partners. It is key for training, knowledge sharing and collaboration within enterprises. Video is engaging, interactive and fun to watch. It conveys a powerful message, and sense of trust. Video is a formidable marketing and product marketing tool, as well as a productivity tool for learning, training and collaboration by today's leading corporations.

Many enterprises are finding it hard to navigate through rapidly evolving video technologies and applications to implement the solution that best suits their needs. This is further complicated by the need to integrate effectively into existing enterprise tools, infrastructure and portals. There are numerous types of solutions, best of breed focused on different aspects of content capture, upload, transcoding, media management, publishing, syndication, streaming, access control, security and analytics. There are comprehensive solutions also, which aim to simplify rich media management across the enterprise for both internal and external purposes. It can be daunting to identify the right solution for your business. If you are an organization looking to centralize a video implementation strategy, or expand certain capabilities, we recommend that you review the list of key features and capabilities we have assembled below. These should be part of your evaluation and decision process, and are essential for a long term video solution.

Several key features are important to have regardless of whether you are looking to use video within the enterprise for training, learning and knowledge sharing or as a public facing tool for product and corporate marketing as well as social sharing.

**Features and capabilities recommended for all video use cases:**

**1. Ability to create a central media repository:** In order to avoid siloed implementations of media platforms, choose a solution that effectively supports multiple types of input from a variety of sources (recorded training sessions, webcasts, product videos, webinars, executive messaging, and more) and centralizes rich media content into a single manageable repository. You should be able to upload video, audio and images manually, in batch or via an API. Content should be available for viewing and searching from within a variety of public-facing and internal enterprise sites.



**2. Effective media and metadata management:** As your media collection rapidly grows, you need an effective way to organize media so that relevant content is easily accessible to employees and customers. The solution must allow grouping of content into meaningful categories, support sorting and searching, and allow for search beyond basic metadata into custom metadata and include in-video search for transcribed content.

**3. Analytics and metrics:** Whether you'd like to evaluate the effectiveness of your video marketing or require internal compliance capabilities for tracking purposes, the solution you choose should allow you to answer a wide variety of questions using relevant reports and analytics. Select a solution that allows you to track not only your storage and bandwidth usage, but also monitor content on the individual video and user level e.g. discover which product videos or webinars are most popular, track whether a specific employee completed a required video training or see how effective the CEO's latest address was.



4. **Friendly User Interface:** Your platform must provide an intuitive user experience. End users should be able to easily understand how to include rich media in their work and day-to-day interactions, whether it is a marketing manager publishing a product video and moderating comments, an engineer creating a video of a product prototype, a training manager categorizing training videos into media collections, or an executive creating a video announcement at her desk. All users should be able to start using video without the need for extensive training.
  
5. **Enterprise grade performance, scalability and stability:** Users are easily frustrated by unresponsive and slow sites - make sure your platform's applications and players are responsive. As you increase in volume or viewers, can the system scale to your needs? Is it able to handle the spikes in usage during peak time and live streaming events? Look for platforms deployed with high availability architectures, with complete failover and redundancy, as well as clear Disaster Recovery in place.
  
6. **Device support:** A growing percentage of your customers and employees now access the internet from smart phones and tablets on-the-go. They expect their viewing experience to be flawless and consistent across mediums and devices. Make sure your video platform supports your target devices, both with HTML5 and native mobile applications, can automatically detect and optimize delivery to the device type, and is poised to quickly support new technologies. Additionally, ADA 508 compliant players with support for multi-lingual captions, will help you reach international audiences and users with disabilities.



# Essential Capabilities when using Video for Internal Knowledge Sharing, Collaboration and Training

If you are looking to use video internally for training, knowledge sharing and collaboration you should also consider the following features and capabilities:



**1. Internal Corporate Tube:** Launch an internal corporate YouTube-like video portal to unleash video-centric enterprise-wide collaboration, and to take advantage of the ways employees have grown accustomed to connecting, sharing, and communicating using video outside of the workplace. Your video platform should provide you with an internal video portal offering out-of-the-box, including full customization options, maximum control, and logical segregation of content.

**2. Video content creation, capture and editing tools:** In a true many-to-many model of video-centric communication, a substantial amount of content will be generated by employees without background in video production. You should choose a solution that empowers your employees to easily create and edit videos from their desk or on-the-go. This includes creating content using webcams, screen recordings, mobile smart phone and tablet capture, and synchronized video presentations. End users also require simple and powerful editing features like trimming and clipping.



**3. Security and governance:** Enterprises need to balance innovation, social knowledge sharing, and video-centric online conversations on one hand, and control and governance on the other. A solution should support:

- › Authentication and authorization, including easy integration with your existing SSO
- › Moderation flows to control content uploading and publishing by your employees
- › Varying levels of granular access control, and creation of private channels with user entitlements
- › On-premises deployment options, behind your firewall, for maximum control and security

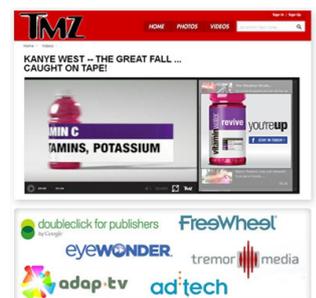
**4. Platform flexibility and ease of integration with existing enterprise systems:** Many enterprises have already invested substantial resources in developing and procuring technologies to manage content (e.g. SharePoint), collaborate (e.g. Yammer, Jive), manage training (e.g. Blackboard, Moodle), and more. Rather than having to adapt and re-train your users, look for a video solution that easily integrates with the systems you have in place to seamlessly support your current workflows. Look for solutions with extensive APIs and a plug-in architecture that will allow you to extend the platform with new features. Look for platforms with an extensive partner ecosystem, as an easy way to add functionality that is not part of the core product.



## Essential Capabilities when using Video for Marketing, Product Marketing and Public-Facing Messaging

If you are looking to use video on your website, as part of marketing campaigns, for partner and customer training or illustration, or for any other public facing purposes, you may also want to consider the following features and capabilities:

1. **Tools for increasing video views and viewers:** To reach your audience wherever it is, generate more leads, and improve brand awareness, your video platform should help you make the most of your content with:
  - › **SEO best practices and syndication** – The platform should allow you to syndicate MRSS feeds of your video content to major search engines and other sites, and use unique video URLs and other SEO best practices to allow easy discovery of your videos across the web.
  - › **Distribution** – Distributing your videos to third party platforms and partners such as YouTube, Facebook and other social video sites helps you reach audiences beyond your corporate site. Your video solution must be flexible enough to support various media and metadata formats to feed content to external applications, and deliver a media package instantly to a variety of partner sites.
  - › **End user sharing** – To spread your video content fast across the web, allow users to instantly share content on all social sites such as Facebook, Twitter, etc. as well as to use embed codes for embedding your videos on personal blogs and news portals.
  - › **Video Discovery/ Recommendations** – Create a sticky experience and increase views by recommending additional videos to watch during and after video play.
  
2. **Easy integration into your websites/CMS:** In addition to centralizing all your media content in a single repository, you also need to be able to easily publish your videos on your public facing sites in order to use them as part of your brand and product promotion. Make sure your video platform provides you with an out-of-the-box customizable public facing video portal, as well as easy integration with your corporate site and the CMS that you are using (Drupal, WordPress, etc.)
  
3. **Content Monetization:** If selling video content online is your business model, your platform should provide you with Pay Per View, Digital Rights Managements, and other monetization capabilities.
  
4. **Click to action:** achieve conversion to action, such as purchase, form fill prior to, or following video views.



Kaltura has been working with hundreds of enterprises around the world, helping them navigate the multitude of options for addressing these requirements. The points above demonstrate some of the core capabilities to consider, however a long list of specific features and functionalities should be checked as well - specific transcoding methodologies, delivery protocols, video player functionality and many more. Kaltura's platform has been transforming the way millions of employees and customers engage and communicate, providing next generation enterprise video technology that is more interactive and social. For more information, and to consult with our team of video experts regarding your specific needs, contact us at <http://corp.kaltura.com/company/contact-us>

### Kaltura Business Headquarters

200 Park Avenue South, New York, NY. 10003, USA

Tel.: +1 800 871 5224 | [www.kaltura.com](http://www.kaltura.com) | <http://corp.kaltura.com/video-solutions/enterprise> | [sales@kaltura.com](mailto:sales@kaltura.com)