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3 Reasons Why Your Company Needs an Enterprise Video Platform

> **If your company is not using video today, you're missing a chance to grow revenue, enhance employee collaboration, and provide quality service to your customers.**
> Nick Barber, Senior Analyst at Forrester

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IN SHORT:
WHY YOUR COMPANY NEEDS AN ENTERPRISE VIDEO PLATFORM

Videos are gaining more traction by the day, as more businesses are incorporating the video culture into their business and internal communication processes, including executive communications, event streaming, corporate training, eLearning, marketing, and social collaboration.

Yet the surge in video usage also requires all departments to consolidate their video strategies. One reason for this need is financial: Fragmented video strategies and dispersed video content usually result in accumulated, hefty costs. Another reason is the lack of effectivity stemming from the same source: The more dispersed video content is, the more difficult it is to direct it towards accomplishing business goals. Lastly, a central video strategy enhances security, perhaps the most crucial aspect in internal business communication.

An EVP (Enterprise Video Platform) can be an asset to any business, not just because it allows employees to share videos across the enterprise, but also because it streamlines video delivery, lowers operational costs, increases security, and ultimately drives business growth. While the value of an EVP for a company can be felt across all departments, some benefits are department-specific. **Here are 3 ways in which your company could benefit from an EVP:**

1 ENHANCED SECURITY

When it comes to security, few concerns need to be addressed. For once, copyrights infringement. According to a report by Ogilvy and Tubular Labs, 725 of the top 1,000 videos on Facebook were 'stolen re-uploads.'

Another concern is the increased demand for privacy: Corporate videos often contain sensitive personal or corporate information that requires special security measures to be taken. These videos cannot, for example, be hosted on the public internet for obvious reasons. Furthermore, every company that maintains business relationships with EU countries must comply with the GDPR. Otherwise, and in case of a breach, it's subject to substantial fines.

A secure EVP is a video repository that can store and deliver large video files securely. It offers a range of tailored and advanced security options to meet the various needs of different organizationsand to save each department exhaustive configuration efforts. One example of a sophisticated and useful element is Role-Based Access Controls (RBAC), which ensure that video content management follows internal compliance policies and is only accessible to the right people. The more departments there are using video within an organization, the more access controls are needed to distribute video content appropriately. The video delivery itself can be protected as well, using Geo Protection, IP Range Protection, and Referrer Protection.
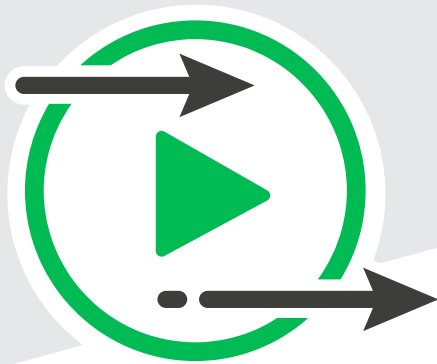
2 NO STREAMING BOTTLENECKS

Delivering video within the enterprise isn't an easy task. Video files, which are relatively heavy, in conjunction with the intranet's limited bandwidth, may result in extremely long buffering times and streaming bottlenecks. Due to the growing usage of video—1.9 billion Internet video users and 3 trillion minutes of video per month by 2021 according to Cisco—bandwidth optimization is becoming increasingly more significant for reliable connectivity. Companies allocate valuable resources to controlling the load and optimizing the network bandwidth: They need to adapt video quality tobandwidth & high latency, to manage surges in traffic during livestreaming events, to improve availability through CDNs, etc.

An EVP draws on an Enterprise Content Delivery Network (eCDN) to perfectly accommodate Intranet video delivery. Among the available solutions are an integrated caching server network (Ramp Technologies) and a Peer-to-Peer solution (Hive Streaming). Other means to streamline video delivery include adaptive Streaming, a feature that empowers high-quality streaming by the video conversion of uploaded files into various formats. These formats are then used by the player to detect viewers' bandwidth in real time and adjust the video quality correspondingly.

3 REDUCED COSTS

If your enterprise uses videos for communication purposes and you haven't moved your video assets to an Enterprise Video Platform yet, chances are your videos are dispersed rather than centralized in one location. According to a Forrester research, not only does this decentralized approach make it more difficult to track and access specific videos, but it might increase business's spending and operational expenditure, as well as limit the potential value of these videos.

An EVP is an easy-to-set-up, "Off the Shelf" solution that allows for the consolidation of numerous tools into one easy-to-manage video platform while providing a reliable business-wide video solution, all at a reasonable cost.

Besides being a video repository, an EVP boasts video-specific capabilities including uploading, analytics, transcoding, streaming, search, integration, mobile app, and playback—videofying all of the systems you are already using. A per-user payment model allows flexibility and scalability and spares companies the need to create a costly, in-house video repository with limited capacities and heavy maintenance costs.

THE RESULT:
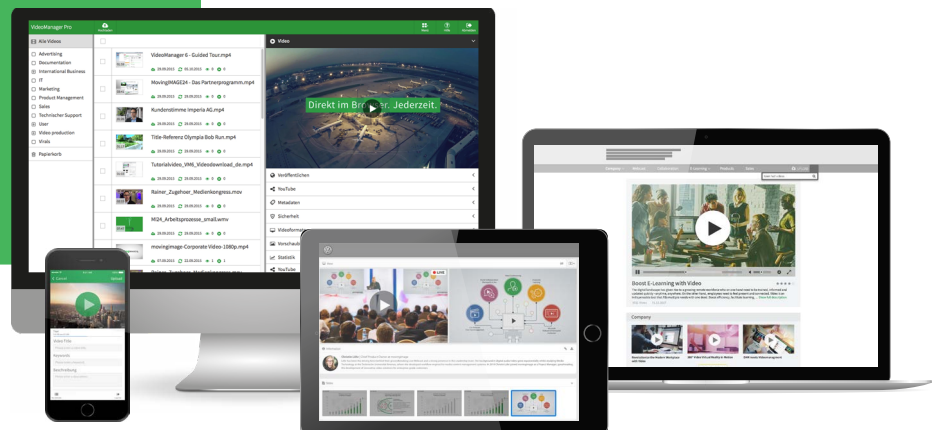## EXPONENTIAL BUSINESS GROWTH

Given the existing video use cases, it appears that video has become a vital part of modern communication. Videos drive growth across the enterprise and nurture expedited work processes: They can be used in various departments and accommodate both internal and external activities through a diversity of forms, from product videos, to investor relations videos, to support videos, to name just a few. Not to mention the fact that new video use cases are being introduced and implemented into work processes regularly. When properly deployed, Enterprise Video Platforms can be a business-wide solution and the cornerstone of a new digital workspace.

movingimage provides enterprises with one Enterprise Video Platform that supports all enterprise use cases. It's easy to set up and can be integrated with business applications, allowing users to access their entire video portfolio through one single point of entry.

ABOUT MOVINGIMAGE

movingimage is the leading provider of secure enterprise video platforms for international enterprises. The company is based in Berlin and has locations in Tokyo, New York, and San Francisco. The movingimage cloud-based solution empowers companies to manage their videos centrally and stream them in the highest quality available and on any device. The platform merges seamlessly with existing IT landscapes—including systems for content, digital asset, and product information management—while safeguarding impeccable security standards. More than 500 companies have already put their trust in movingimage, among which are 20 DAX-listed corporations such as Volkswagen, Allianz, and Bayer.

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Want to drive video communication across your business as well?

Contact our video expert to learn more about the benefits of enterprise video:

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