

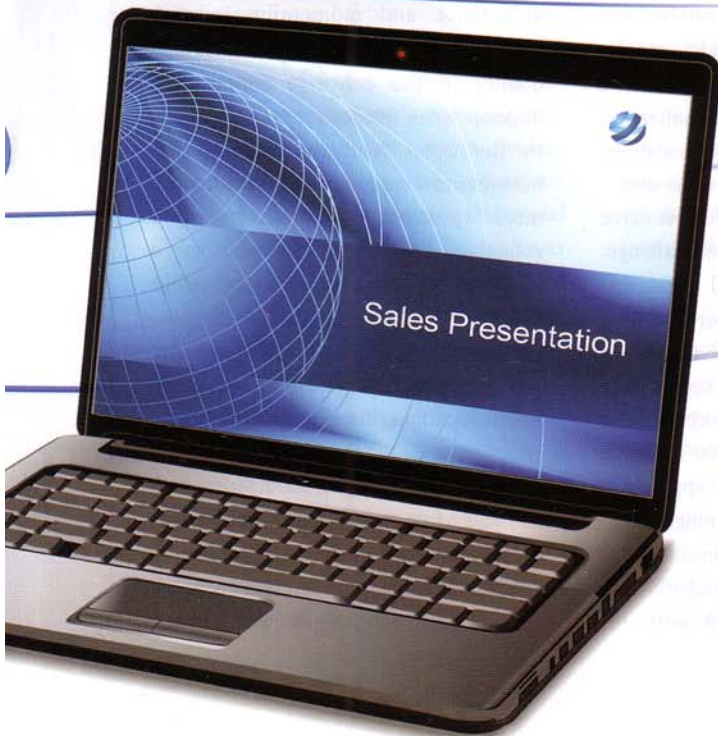
# EContent

Desktop Video Applications Provide

# COMPLETE VIEW

# of the Enterprise





It seems like not so long ago, you were considered behind the times if you didn't have ecommerce capabilities on your company website. These days, consumers increasingly expect social interaction around your information and products. Customers expect to have experiences with your company site that mirror those they have on consumer shopping sites and the social web. Considering the growing popularity of streaming video, you may soon find yourself trailing behind your competitors if you don't provide video content on your site as well.

The expectation of professional interactions to be more like those on the open web extends inside the enterprise as well. If you don't use video inside your organization or institution for company meetings, corporate communication, or training purposes, you're missing out on a powerful tool that enables users to connect and collaborate in a manner rivaled only by true face-to-face interaction.

"When video is done right, it's simply more effective than any other form of communication. A picture is worth a thousand words," says Jan Ozer, editor of Streaming Learning Center and a streaming consultant. "Part of it is because you're seeing as well as hearing."



With Nefsis, individuals on a video conference call can see each other and share presentations, such as PowerPoint slides.

There's little doubt that the increased expectation of video content is due in part to the popularity of YouTube in people's personal lives. They see how easy it is to record, upload, and view video content on the desktop. We also see increased consumption of entertainment content via sites like Hulu and Netflix. Without a doubt, video is fast becoming one of the most popular channels of web-enabled entertainment and communication available via the desktop and mobile device. It's enjoyable and extremely versatile, so organizations are starting to use it for everything from internal company meetings to external marketing promotions. "A lot of people are using video because they want to show the personality behind the message," says Ozer.

The type of video being used ranges from webcam applications that enable organizations to conduct real-time "face-to-face" meetings and promotional videos that can be viewed on demand by potential customers to streaming video (that often contains how-to content) that can be shown live or archived for later use. "People are shooting a lot of [content] that's happening live—two people talking, an interview, a training session and they're putting that on the

web," says Ozer. "They're capturing [content] that you couldn't transfer before now. It would happen in a room and anybody in the room could see it. Now, with video, anyone around the world, can see it live or on demand or both. The live component is one of the strongest trends we've seen this year."

### MANY BUSINESS CHALLENGES, MANY VIDEO OPTIONS

Why is there so much attention on computer-based video applications these days? Experts say organizations are starting to recognize that video can be used throughout the enterprise to solve a wide range of business challenges. Still, leveraging a new communications channel will raise challenges of its own.

Many organizations opt to test drive video with a specific business challenge. If that is successful, they will implement video capabilities in other parts of their business. "People tend to come to us with an idea in mind," says Andy Howard, director of marketing for VBrick, an enterprise IP video solutions provider. "It's usually one application and then the wheels start turning."

Tom Toperczer, vice president of video conference service provider Nefsis, says customer relationships with his

company begin in the same way. He adds that it used to take several months to transition potential customers from trial to purchase. The sales cycle is much shorter these days. "You have to prove the concept both technically and from a value perspective," says Ozer. And that is exactly what is happening.

However, Toperczer says that web conferencing can be a great place to start, particularly as the technological hurdles are relatively low: Web cameras today offer good quality pictures, are affordable, and are basically plug-and-play. To utilize Nefsis' technology, he says, all users need is a Windows PC with internet access and a video capture device, such as a webcam.

The economics go beyond the computer screen, as web conferencing can save companies the cost of time and travel necessary to bring people together in one room, adds Toperczer. He says that organizations representing a variety of industries, such as manufacturing and financial services, are using the technology.

One reason video is gaining acceptance and momentum in such diverse industry sectors is the overall quality of the delivery. Simply put, desktop video images are more pleasing to the eye. "You can't ignore the infrastructure support that makes it much more possible and much more palatable," adds Ozer. "Five years ago, a significant portion of the viewing public had low broadband speeds."

Now that technology has caught up to the potential of desktop video communications, the sky is the limit, and customers will likely begin to demand more options. "When thinking about video, both live and on demand, very few customers don't want to do both," says Howard. "Being able to distribute inside the network and outside [is] becoming more important."



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## AN INTERNAL PICTURE

Interest in desktop video applications is apparently moving as quickly as the technology that powers them.

Yet while some are just dipping their toes into video experiments, others have already proven the value for their organizations.

Ian Palmer, head of marketing at Reprints Desk, Inc., a business software and information services company, says he was introduced to video offerings when he worked for other organizations prior to joining Reprints Desk a year and a half ago. Palmer says that he noticed that video was growing in popularity as a content delivery channel when he worked for Safari Books Online. "Video is probably one of the methods that I think we can really [use to] connect different audiences and also the information to those audiences," says Palmer.

Palmer now plans to lead the integration of video in many different facets of Reprints Desk's business, from company meetings to research (video-conducted focus groups), education (through interactive portals), and social media (with videos created for customer viewing). "I think it will be one of the pillars of our business as we move forward. It's that way because of the effectiveness for everybody involved," says Palmer. "I can't think of a better way to communicate in the type of world we're in today and to facilitate better information absorption and to have the personalization aspect as well. I think the biggest increase in my budget in the next fiscal year will be video."

His first initiative was a minimovie. However, Palmer leverages video for more routine company activities as well. He recently hosted a team meeting via web conferencing capabilities, with 12 people located in various locations across the country on the call. The technology solution from Nefsis enabled the employees to see images of each other on their computer screen in real time. "It's a way to keep our [travel] costs down, but also still have the same benefits of being face to face," says Palmer.

"One of the benefits is stamina," adds Palmer. "We were able to have a five-hour conference call. If we didn't have the video component, I'm fairly certain we wouldn't have had longer than a two-hour call at most." He says that engagement among participants seemed higher on the video call compared to an in-person meeting. Also helping with engagement is Nefsis' ability to incorporate other visuals, such as PowerPoint slides, into the desktop-based experience. And when you can show images of the meeting to participants in full-screen mode, "there's something that makes you more invested and more engaged," notes Palmer.

Of course, as video is increasingly used for internal business communication, security will become a pre-eminent concern. In the world of desktop video applications, safeguards are usually put in place to protect the videos from being viewed by unauthorized individuals. Companies can typically employ the traditional user ID and password protection.

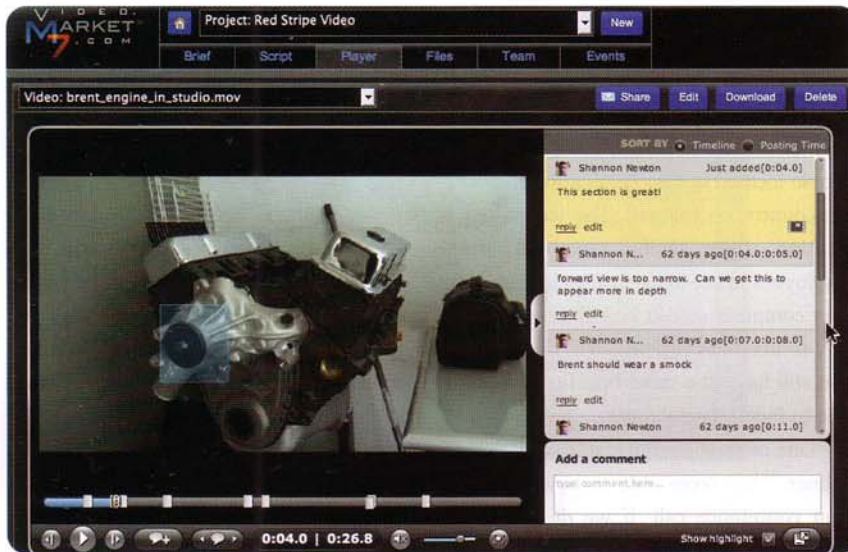
Larry Dorie, CEO and founder of RHUB Communications, which offers web conferencing solutions, notes that security features in such technology have become increasingly important to customers. "Organizations are concerned about security. They want to keep their meetings behind the firewall," says Dorie. "Our product sits behind the firewall and it can check before it lets [participants] into the meeting."

## PRODUCING VIDEO VALUE

Like Reprints Desk's Palmer, Bradley Robinson brought video to his company. SolarCity, where Robinson serves as director of online marketing, leases solar panels to customers who don't want to purchase them. Robinson introduced the company to video and it now uses it to communicate with customers at trade shows via its website. Internally, the human resources department also uses videos as part of new-hire orientation, while the engineering team uses the videos to help improve installation processes. "We film installations on different roof types," explains Robinson. "We put that in time lapse and send it back to the engineering team so they can see the installations and see methods of improving the installation process and streamline it."

As SolarCity identifies more ways in which to use video to communicate with its various constituents, the need becomes greater to produce its video content more efficiently. The company utilizes tools from Market7 to streamline the video editing process. Market7's offering consists of eight modules. The most popular application is used for post-production content collaboration, explains Seth Kenvin, Market7's chief executive officer. Video footage is uploaded and then accessible in a player that incorporates feedback. "When you're watching video and you have a comment, you can leave a comment automatically into that timeline," says Kenvin. "At its most basic form, it's a companion file to the video with people's feedback tied to particular points in time." The entire process is password protected so only authorized individuals can view and add comments to the video content.

Robinson stresses how the technology is user friendly and those without technical experience have been able to effectively use it. "The technology is easy for my HR director to go in and make comments on a video versus my branding director [going in] to make comments on



Collaboration is simplified with Market7's annotative player module, as users can view a video and post editing comments within the application.

a video,” says Robinson. “They have found the system easy to use. I can put nontechnical people into the video editing process using this service and make my life easier so I can produce more videos and faster.”

**TEACHING AND TRAINING**

Nontechnical people are also using desktop video applications within the enterprise for training and educational purposes. This streaming video technology enables users to record video in real time, play back the footage directly on the desktop, and archive the video content for future viewing and learning. It can be valuable when the video content is training material that can be better communicated by viewing actual procedures, instead of reading about them in more static print and online documents. Organizations, as well as traditional learning institutions, have identified unique ways in which to utilize the technology.

At the Penn State College of Medicine, video is used throughout the institution as another learning and communication channel to connect instructors with

students. One use is to record surgeries to provide students with a more robust view of surgical procedures than they could receive from a traditional textbook. “You can imagine the difficulty of trying to teach a surgical procedure without watching it,” says Russ Scaduto, Ph.D., director of education technology and an associate professor. “It’s naturally better taught from visualization. It’s not teaching facts, it is teaching techniques.”

Operating rooms are outfitted with a camera on the wall and a camera in the light above the patient. Some medical tools used during the procedures even

have cameras attached to them. This is all accomplished with technology from VBrick. Video is recorded on the device and is then moved to a server for storage and access control, explains Scaduto. All of that happens behind the scenes, so all the user (the surgeon) must do is press the record button. The video is automatically time-stamped with the name of the operating room and the time and date of the procedure.

Scaduto explains how an identity management system the university has in place safeguards the videos so only individuals who have correct permissions can access them. However, the VBrick system also lets those who have clearance easily watch the videos on their desktops. Scaduto notes how VBrick’s hardware encoders support Windows Media Video, using Microsoft’s streaming technology. “It can be played on any desktop, if you have a Windows computer, and our campus is Windows oriented,” says Scaduto. “We don’t have to install and manage players. So it’s very



VBrick technology enables viewers to watch video directly on the desktop.

