



Enterprise Video 

**Enterprise Video:
Key Steps to Drive
Business Results**



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We are in a global society that is mobile, social media and video centric.

We are in a *digital age* where individuals want to consume content anywhere, anytime and on the viewing device of their choice.

It is a time of *digital transformation*, where enterprise organizations are challenged with keeping up with technology to drive business:

- What media to embrace?
- How to address the constant influx of new media?
- How to leverage the Cloud?
- How to manage the video and rich media content?

Although the tools are changing, the mission and objectives of organizations using the media remain constant: increase visibility, improve customer satisfaction and increase business results.

As an executive, you must assess specific situations and set the best direction for the organization to meet its video communication and workplace learning requirements. You should:

- Develop a media business strategy to clearly define whom the company is trying to reach, when and where.
- Build a communication and workplace-learning plan that addresses how best to use video and dynamic media.
- Get everyone in the organization, including stakeholders and support groups, on the same page.
- Leverage the organization's existing systems and infrastructure with the right blend of new technology and media channels.
- Eliminate or reduce the amount of replicated and unnecessary systems located in silos throughout the organization.
- Implement a digital asset management system that offers the best digital workflow for all stakeholders throughout the organization.



- Enable the sharing and viewing of content across institutional, department and business unit media channels.
- Ensure that the appropriate viewing devices are available in each respective viewing environment, including the use of mobile technology.
- Produce and deliver content for viewing on each screen:
 - Keep content fresh and relevant
 - Make it readily available and easily accessible
 - Encourage the creation of employee generated content.
- Capture the analytics – Track and measure the data for meaningful results.
- Preserve, protect and leverage the organization’s media assets.

The outcome should enhance the organization’s brand and improve business results by engaging customers and employees through an increase in digital touch points.